LIFESTYLE / C1
Recession-proof shopping: Time to check out Baclaran

LIFESTYLE / E2
Glamazons at Oscars: Trendspotting and trainspotting

WORLD / A25
China fumes : Qing dynasty bronzes sold in YSL record-breaking auction

NEWS / A9
Bangladesh guards' mutiny over; 11 killed

Palace: GMA to veto right of reply bill

By Christian V. Esguerra and Lolita B. Salaverria

PRESIDENT MACAPAGAL-ARROYO YESterday served notice she would never sign any bill curtailing press freedom, suggesting she would veto the controversial right of reply measure if Congress passed over vehement media protests.

Support for the bill was dwindling in the Senate. Following in Senators Francis Escudero and Mar Roxas' footsteps, Sen. Loren Legarda withdrew her sup-

PALACE, A10

High-end school uses eggs to educate kids about sex

By Philip C. Tubeza

YOU NEED FRESH eggs to make an omelet—and to educate kids about sex.

At the Brentley International School in Libis,

HIGH-END, A10

PHILIPPINE DAILY
INQUIRER
BALANCED NEWS, FEARLESS VIEWS

Friday, February 27, 2009 ★ Vol. 24 / No. 61 www.inquirer.net

CBCP rejects nuke plant

Recommends Bataan facility 'must be dismantled'

THE CATHOLIC BISHOPS' Conference of the Philippines (CBCP) has thrown its weight behind the opposition to rehabilitating the mothballed Bataan Nuclear Power Plant (BNPP).

In a pastoral statement, the CBCP urged Congress to "completely and irrevocably reject the opening of the nuclear plant as the most dangerous and expensive way to generate electricity."

The statement was issued by the CBCP president, Jaro Archbishop Angel Lagdameo.

"Multiple risks and the possibility of corruption outweigh climained benefits. We recommend with other anti-BNPP congressmen and the Greenpeace Forum that the mothballed facility in Morong, Bataan, be dismantled as its revival will be most hazardous to health and life of the people," read the CBCP statement.

The power plant was built by the Marcos regime in response to the Middle East oil embargo in the 1970s.

The $2.9-billion project, designed to generate 621 megawatts of electricity, was scrapped by the Aquino administration in 1986.

The Diocese of Balanga headed by Bishop Socrates Villegas earlier in the week staged a prayer rally against plans by some congressmen led by Pangasinan Rep. Mark Cojuangco to rehabilitate the nuclear plant to stave off an energy crisis.

The CBCP also strongly opposed the use of a coal-fired power plant as source of energy in Iloilo province and

CBCP REJECTS, A10

WE DON'T NEED ANOTHER HERO Manny Pacquiao will do, thank you. The INQUIRER honors him as the 2008 Filipino of the Year, the second time he's so cited which elevates him to the Inquirer People Hall of Fame. The first time was in 2001 when for the first time, the editors voted for a sports figure as the Filipino of the Year. Since 1991, this honor has been bestowed yearly on a living Filipino who has made the most positive impact on the life of the nation. Pacquiao rewards to the Inquirer on Thursday and the rank and file from every nook and cranny of the paper's four-story building in Makati City streamers out to celebrate the man as our national treasure.

PHILIPPINE PEOPLE

JUST LIKE FAMILY Manny feels right at home when the PDI Board Chair Marixi R. Prieto and family welcome him like a long-missed relative. From left are Randy F. Romualdez, PDI president, CEO; Paolo Prieto, Ing. Mer president; Alex Prieto, Ria Prieto, Manny holding Benito Prieto, Marixi and son-in-law Philip Romualdez holding youngest son Nico. In front are Luca and Ben Romualdez.

MANNY PACQUIAO, A2

PDI gives Pacman rock star welcome, award

By Cedelf P. Tupas

WITH THE THEME SONG FROM THE movie "Rocky" blasting from speakers, Manny Pacquiao strode into the Inquirer office yesterday—and made new conquests.

Mobbed on every floor of the four-story building on Pasong Tamo in Makati, the suave-looking world champion won over the hearts of hundreds of Inquirer employees when he came to receive the newspaper's "Filipino of the Year" for 2008 award handed him by Inquirer chair Marixi Prieto.

"He has remained humble even with all his achievements. It just confirms his award," Prieto said.

Pacquiao received a framed front page Jan. 10, 2009 Inquirer issue that announced his selection as the Filipino of the Year.

Inquirer president Alexander Prieto-Romualdez, Inquirer publisher Isagani Yambot and editor in chief Letty Jimenez-Magsanoc joined the Inquirer chair in handing the award to Pacquiao, who was dressed in dark jacket, yellow shirt and khaki pants.

"For scaling this forbidding peak of achievement, for reinventing himself as a complete boxer of high discipline and uncommon gallantry and, not least, for inspiring millions of Filipinos with his uplifting example of hard work and sense of purpose, Manny 'Pacman' Pacquiao is the Philippine Daily Inquirer's Filipino of the Year for 2008," the Inquirer said in the award citation.

The building echoed with cheers of "Manny, Manny" as the Philippines' pride arrived accompanied by his close friend, former Ilocos Sur Gov. Luis "Chavit" Singson, who is also deputy national security adviser.

PDI GIVES, A2

'Priority No. 556' a no-show at the long, gray line

By Carine M. Aurelio and Jhanness Napallacan
Inquirer Visayas

CEBU CITY—HE FINALLY GOT AN appointment—"Priority No. 556"—for an interview.

But then again, the line had always moved way too slow for the likes of Benito Dumagat, 84.

Dumagat died of a lingering heart ailment at his home in Gerardo Avenue, Cebu City, on Wednesday, a day before he was to be interviewed concerning his share in the recently approved benefits from the US government for Filipino World War II veterans.

Dumagat and comrades had waited 63 years for such payment from Washington. An estimated 18,000 surviving veterans are expected to file claims.

PRIORITY, A12

2 sons of convicted general arrested in US

TWO SONS OF RECENTLY CONVICTED Maj. Gen. Carlos Garcia, former comptroller of the Armed Forces of the Philippines, were arrested in the United States on Wednesday following their indictment for bulk cash smuggling, the US Department of Justice disclosed yesterday.

Juan Paulo Depakakibo Garcia of Pontiac, Michigan, and Ian Carl Depakakibo Garcia of Las Vegas, Nevada, were indicted last December by a federal grand jury in San Francisco, according to US Attorney Joseph P. Russoniello.

The brothers were charged with one count of conspiracy to commit bulk cash smuggling, and one count of bulk cash smuggling.

The grand jury also charged Juan Paulo Depakakibo Garcia with one count of failing to file a report on the import of monetary instruments and one

2 SONS, A12

Soldier kills 3 officers; manhunt on

By Jocelyn R. Uy

A SOLDIER SHOT AT FIVE OF HIS SUperiors, killing three. Authorities think he may have been driven to the edge by two deaths in his family.

At about 10 p.m. on Wednesday, Sgt. Elias Tial, 43, got hold of the M-16 rifle that was regularly issued to him at the start of his two-hour duty barged into a room of the Army's mechanized quarters at Fort Bonifacio in Taguig City and opened fire, according to Lt. Col. Romeo Brawner Jr., the Army spokesperson.

SOLDIER, A6

BSP files ₱1-B syndicated estafa case vs Legacy owner

By Michelle V. Rarus and Dona Pazzibugan

THE BANGKO SENTRAL NG PILIPInas (BSP) yesterday charged Celso de los Angeles Jr. and other officials of a Legacy bank with a P1-billion syndicated estafa in the Department of Justice.

Syndicated estafa is a nonbailable offense.

It was the first time that the BSP filed charges against De los Angeles, founder and owner of the Legacy Group.

Doubts were raised by critics on the sincerity of the BSP to go after people responsible for operating the Legacy banks because the first two sets of cases excluded De los Angeles.

But the BSP reiterated that the first two sets of cases involved only falsification of documents and that it was not yet done with the building up of other cases, such as estafa, that would involve De los Angeles.

Also yesterday, the Securities and Exchange Commission (SEC) filed two

BSP FILES, A4

Second FRONTPAGE

Fully automated 2010 polls in peril

By Kristine L. Alave and TJ Burgonio

THE COMMISSION ON ELECTIONS MAY HAVE TO ABANDON ITS plan to fully automate the 2010 elections because Congress' delay in passing the P11.3 billion automation budget has compromised election preparation, according to Comelec Chair Jose Melo.

Melo said the Comelec is considering the idea of partially computerizing the 2010 polls as the delay in the release of the budget has considerably reduced the time to prepare for the country's first-ever nationwide computerized elections.

"We are really pressed for time. We are toying with the idea that it won't be full automatic. Maybe we will automate 50 percent, not nationwide," he said.

The Comelec had planned to fully computerize the voting and canvassing of the 2010 presidential and national elections, as it is mandated by law.

Faster count, less fraud

Automating the process will also mean a faster count and less human intervention, which could lead to fraud, he said.

It asked Congress to pass the P11.3-billion supplemental budget for poll automation before legislators go on a break on March 6 to give the poll body ample time to prepare for the bidding for the machines.

But completion and questions from the House of Representatives about the automation process has stalled the passage of the supplemental budget.

The Senate Finance committee endorsed the approval of the bill pending its final approval by the House. Both chambers are taking a month-long break beginning next week, and resume sessions on April 13.

Sen. Edgardo Angara, the Senate committee chair, said it was likely Congress would pass the appropriations bill when it resumes sessions on April 13.

Bolstering yesterday reminded legislators that President Macapagal-Arroyo wants to have automated elections or her legacy would remain over the delayed passage of a budget for the process.

Racing against time

Deputy Presidential Spokesperson Anthony Golez said the P11.3 billion supplemental budget for poll automation had been certified as urgent by Mrs Arroyo.

Golez said that the emergency signal sent to the President to congressional secretaries to pass the measure was her stubborn use of it to signal.

"We hope and pray for the wisdom of Comelec and Congress to come to terms to achieve the goal," he said.

The Comelec is racing against time to get the budget passed by April 12 so the contract can be awarded by May.

Melo said Congress should guarantee that the bill would be passed on April 13 so the poll preparations are already behind schedule.

He said there may not be enough time for the suppliers to code and configure 80,000 machines for the nationwide exercise if Congress pass the budget bill on mid-April.

The Comelec is also pessimistic that it can train enough technical people on time, the poll chief said.

Senators to seek special session to pass poll budget

By Christine O. Avendaño

MADE AN APRIL DEADLINE FOR Congress to to fully automate the 2010 elections, senators said they would seek a special session during the campaign recess to make this happen.

Senate Majority Leader Juan Miguel Zubiri yesterday said he was willing to sponsor a Senate resolution to ask President Macapagal-Arroyo to call for a special session of Congress, possibly a two-day session from April 6 to 7.

Congress is set to take a month-long break on March 7 and will resume sessions on April 13.

Sen. Edgardo Angara, chair of the Senate finance committee, and Sen. Richard Gordon, author of the election automation law, said they supported Zubiri's call for a special session.

Money bill

Angara is hoping that the House would be able to pass on third and final reading the supplemental budget for Comelec by next week, before Congress goes on recess.

Since the measure is a "money bill" and thus, should originate from the House, Angara said the Senate can only wait for the House to approve it first.

On Wednesday night, the House passed on second reading the Comelec's budget for poll automation but with the condition that it be accompanied by special legislation to ensure the May 2010 elections are orderly, clean and free.

At the hearing of the Senate finance committee yesterday, Angara said the Senate supports full automation of the 2010 polls and would approve the Comelec's request for P11.3 billion in funding.

"[The Senate] will pass this appropriation bill for full automation and we will not add any condition to it because we are going to fulfill what we believe is the mandate of the law, which is to automate the elections in 2010," Angara assured Comelec chair Jose Melo at the hearing.

Hybrid polls

Angara said the Senate required only two things from the Comelec—to ensure that the whole process of procurement of the machines needed to automate the polls be made transparent and for the poll body to "account for its decisions."

Melo told senators that the House has placed a condition that the Comelec "cannot withdraw any amount from the funds until and unless a competitive bid out of growing the 2010 election is passed."

He said the House was pushing for hybrid or bifurcated polls, meaning the vote for local officials up to congressmen would be subjected to manual counting, while the counting of votes for national candidates would be automated.

Melo said congressmen were pushing for the hybrid system because they have "doubts on the integrity of [the automated] system."

Correct count

"They want that immediately after the close of polls they would know the results are precinct, and they said how sure are we that when it is read there by the precinct that the correct count is there," Melo said in his testimony.

Angara said House Speaker Prospero Nograles had told him that the main concern of the congressmen was whether there would be a recall of printed results of the vote. He asked Melo whether there would be a "paper trail" or printed out of the results when the machines are counted.

The Comelec chief said there would be print-outs and that this had been explained by Comelec officials during the House hearings.

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Aliens told to report by March 2

THE BUREAU OF IMMIGRATION (BI) has reminded all resident foreign nationals in the country that they have until Monday, March 2, to go in person to the bureau for their annual report.

Immigration Commissioner Marcelino Libanan said the annual reporting of foreigners, which started last Jan. 2, is provided under the Alien Registration Act. That applies to all foreigners holding immigrant or non-immigrant visas, except temporary visitors.

The law requires foreigners to report to the BI within the first 60 days of every calendar year and pay their annual fees.

Any foreigner who fails to make the annual report can either be fined or be subjected to deportation proceedings for violating the country's alien registration law, the immigration chief said in a statement.

Danilo Almeda, BI alien registration chief, said reporting foreigners should bring with them their I-Cards and the official receipt of the annual report for they paid last year.

Jerome Aning

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ERC upholds Meralco lifeline power subsidies

THE ENERGY REGULATORY COMMISSION (ERC) has denied the petition of the Department of Trade and Industry that would allow the Lopez-led Manila Electric Co. to absorb lifeline subsidies.

Reflected on the electricity bill of customers, lifeline subsidy refers to the support given to poor consumers with monthly billings of 100 kilowatt hours or less.

The ERC said Meralco "is directed to implement the lifeline level of discount and consumption and the fixed monthly metering charge of P9 in accordance with the commission's decision dated Nov. 14, 2008."

"There is no need for Meralco to entail preferential treatment to poor households and provide incentives to power intensive industries in violating rules and regulations already allow it to do so. In fact, it has done so as evidenced by a number of discount programs it is implementing," the regulatory body explained.

Meralco, however, said while the ERC is to implement a new lifeline rate schedule effective on the next billing cycle.

Under the new lifeline structure, customers using 0-30 kilowatt hours (kWh) a month are entitled to a discount of 100 percent. Those using 31-50 kWh will see a 80 percent reduction, while 51-75 kWh users will get 55 percent and 76 percent for 71-100 kWh consumers.

Amy R. Remo

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Intra-Asean trade vital in tough times, says group's head

By Nonoi Adlio O. Velasco

BANGKOK—PETIT TERIR MAjor markets the United States and European Union (EU) incumbers, Association of Southeast Asian Nations (Asean) member countries must boost trade and investments among themselves to offset the severe drop in their export earnings and mitigate the impact of the global financial crisis on their economies.

"We need to trade more among ourselves and invest more in each other," Asean Secretary General Ki Surin Pitsuwan told participants of the 2009 Asean Business and Investment Summit at the Plaza Athenee in Bangkok.

Asean groups the Philippines, Thailand, Brunei, Malaysia, Indonesia, Singapore, Laos, Cambodia, Vietnam and Burma (Myanmar).

Intra-Asean trade has expanded fivefold since 1993 to $403 billion, representing 25 percent of total Asean trade with the world.

"It's not quite impressive compared to the EU, which has 27 member countries, but should be increased further, Surin said.

"We need your initiatives to increase this," he told the businessmen, adding that Asean was aiming to increase intra-region trade to 35-45 percent of total Asean trade by 2015.

So far intra-Asean investments, traits noted that those announced to only $9.5 billion or a mere 13 percent of the $63-billion total foreign direct investments (FDI) that went into Asean in 2007.

"We must increase FDI from Asean economies into Asean economies," he said. "We must invest more in each other so that the economic integration (of the region) will be successful."

Weekend summit

Asean heads of state will next meet to broaden their ties with China's economies from the global financial meltdown when they hold their annual summit in Thailand this weekend.

Until recently a relatively bright spot in the world economy, several countries in the region of more than half a billion are facing recessions and growing unemployment as demand from trading partners plummets.

Thai Premier Abhisit Vejjajiva earlier said the Asean bank deal would "distance ways and means to mitigate the effects of the financial and economic crisis on the Asean community."

Leaders—including Philippine President Macapagal-Arroyo—who will gather at the royal beach resort of Hua Hin are expected to sign a declaration on a roadmap for forming an EU-style community by 2015 and to formally ink a free trade pact with Australia and New Zealand.

They will also discuss a $120-billion emergency fund approved on by Asian finance ministers on Sunday—but analysts warn the region is largely at the mercy of global events.

Aside from the world economy, the Asean leaders are also expected to discuss the formation of a regional human rights body.

Global rights watchdogs Amnesty International and Human Rights Watch said Thursday human rights violations in the region and repression in military-run Burma (Myanmar) must be on top of the Asean summit agenda.

They said the summit must address the rights of refugees and migrants, in particular Burma's Rohingya boat people, whom the Thai military sends unarmed adrift.

"The treatment of the Rohingya boat people has highlighted the urgent need for regional action on human rights," Donna Guest, London-based Amnesty International's Asia-Pacific deputy director, said in a statement. With AFP reports

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JAPANESE WITH OVERSTAYING PINOY PARENTS

UN looking into RP girl's case in Japan

UNITED NATIONS HUMAN rights experts are looking into the case of a 13-year-old Filipino girl in Japan who is on the verge of being separated from her parents, a Japanese official said Thursday.

Japan has received an "emergency inquiry" from the Office of the UN High Commissioner for Human Rights into the case of Noriko Calderon, whose parents face deportation, the foreign ministry official said, asking not to be named.

The family's temporary permission to stay in Japan expires on Friday.

Noriko was born in Japan and is expected to be allowed to stay to finish her studies. She has repeatedly asked the Justice Ministry to rescind an order for her Philippine parents to be deported with or without their only daughter.

The couple entered Japan in the early 1990s with illegal passports and stayed in the country undetected until two years ago when her mother was arrested. Last September, the Supreme Court rejected their appeal to stay.

Noriko has grown up speaking only Japanese and attending local schools.

"I would choose neither to leave the country with my parents nor to stay here alone," she told reporters on Thursday.

"I don't want to be separated from my parents. If I go to the Philippines, I would not be able to continue my education."

The family's lawyer said that if the girl were to the Philippines, she would have to start primary school again due to language difficulties.

The parents must report to the immigration authorities on Friday and the father, or both, may be detained "as a leverage to press the family to leave the country," said lawyer Shogo Watanabe.

Japan is a member of the UN Human Rights Council," he said. "Japan must not ignore any move by the council." The immigration bureau said it would continue the deportation process for now. AFP

CALDERON

End killings, CHR chief dares cops

By Jacielyn R. Uy

COMMISSION ON HUMAN RIGHTS (CHR) Chair Leila de Lima yesterday challenged the police to end the spate of arbitrary killings as the people may see the authorities' worth as a "fortress of human rights protection."

De Lima also reminded the police to uphold human rights despite the confusion and adversarial rush they may feel during armed encounters.

"There is no such thing as pro- or anti-government when it comes to human rights. There is only for human rights and against it. And for those of us on the side of human rights, there can be no fence-sitting," she said in a speech at Camp Crame yesterday.

The occasion was the signing of an agreement between the Philippine National Police and Hanns Seidel Foundation of Germany on the implementation of human rights programs and training for police officers.

'Write links'

De Lima said the joint project must translate to concurrent behavior by operators on the ground and must allow the PNP to "write links to those spate of summary killings."

Policemen last week engaged suspected car thieves in a purported shootout on Edsa and SM Head that left three dead. Months before, police killed innocent civilians in a shootout with suspected car thieves in Las Piñas.

Describing the latter incidents as "too intolerably scary enough" of police officers on the wrong side of human rights, De Lima urged PNP Director General Jesus Verzosa to punish the policemen involved.

"I fully expect they will not just be prematurely suspended or transferred or relieved, they must be punished not just for administrative taking the life of suspected criminals but for violating the sacredness of human rights that belong to the very people they serve," she said.

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13 Pinoys in Nigeria oil theft released

By Cynthia D. Balana

VICE PRESIDENT NOLI DE Castro yesterday welcomed the release from jail of the 13 Filipino seamen who were convicted last week by a Nigerian court of stealing 12,500 metric tons of crude oil from the Niger Delta, the West African state's oil-producing region.

De Castro said that the Greek principal, Constellation City, had paid a fine of $5,000 for each crewman.

The foreign principal made the payment after De Castro called for the immediate release of the OFWs.

The federal high court in the southern city of Benin in Nigeria handed down the sentences on Feb. 23 after the Filipinos pleaded guilty to the crime of stealing or illegally transporting oil, lawyers on all bunkering. They faced a sentence of five years of imprisonment or a fine of $5,000 for each imprisonment (IPM).

The 13 Filipino seamen on board MT Akanda, were connected to the local teaming agency GOARSH. They were caught stealing oil on May 13, 2008.

The seamen were among 33 Filipinos arrested by a joint anti-piracy patrol on the Pearl River on Nov. 14, 2008 with the vessel MT Akanda laden with its cargo of 13,500 metric tons of crude. It was not known what happened to the nine others.

Dealers to cut live fish quota

LIVE FISH TRADERS IN THE PHILIPPINES have accepted a quota plan designed to cut the coral it can catch and prevent a collapse of the reef fish industry, the World Wildlife Fund (WWF) said yesterday.

The agreement, signed in Okinawa last week, would cut the live reef fish catch by 27 percent, or around 200 tonnes a year.

It aims to arrest the serious decline in the resource, which the international conservation group estimates could disappear by 2020 if current fishing practices and interventions do not change.

The Philippines is the biggest supplier of seafood, the most highly-valued live reef fish, to seafood hubs such as Hong Kong and China.

Fishermen supplies around 60 percent of all Philippines fish, it added.

"The trade in live reef fish in Okinawa supports marine conservation, many of which have few alternatives for livelihoods," said Geoffrey Muldoon of the Reef's Coral Triangle Programme.

Gone in a decade

"Under a business-as-usual scenario, Palawan's live reef fish trade would have one commercially sprinkle in about a decade," he said.

The Palawan live reef fish trade has supplied business lunches and expensive banquets in Asia since the 1980s, bringing more than $140 million a year to fishermen who often use cyanide or explosives to stun the fish.

The WWF said a survey last year found that 20 of 261 species of groupers, a reef fish that makes up a large part of the Coral Triangle's live fish trade, were threatened with extinction.

The 20 include the spawning coral grouper and humphead grouper, which are a popular luxury live food in Asian seafood restaurants.

The Philippines is considered to be the center of the Coral Triangle, a region between the Pacific and Indian Oceans that harbors 75 percent of all known species of plants and animals that thrive among coral reefs. AFP

THE DAILY GOSPEL

Friday, February 27, 2009
Friday After Ash Wednesday
1st Reading: Is 58:1-9a
Gospel: Mt 9:14-15

The disciples of John came to Jesus with the question, "How is it that we and the Pharisees fast on many occasions, but are your disciples not?"

Jesus answered them, "How can you expect wedding guests to mourn as long as the bridegroom is with them? Time will come when the bridegroom will be taken away from them, then they will fast."

Commentary:

Jesus rebuked very harshly the religious leaders of his time. He criticized the political leaders. He found fault with his disciples. But he was never angry or rude with the ordinary people. He did not tell them they were poor because they were lazy and did not make use of the opportunities offered to them. He did not tell them that their suffering was because of their sins. Jesus knew very well that the people who followed him were not saints, holy men and women, and they did not follow him purely for spiritual reasons.

When Jesus saw his crowd, his heart was moved with compassion, for they were like sheep without a shepherd. In biblical usage, the word 'compassion' is a very strong word. It means a movement of the heart from our own self to another. Our heart takes upon itself the suffering of the other. The suffering of the other becomes more a part of our own suffering than it is of the other person. We stand in the place of the other; we carry the other's burden. It's as if God's saying to us: "Have created human and world, now I give you the power to make history on earth!"

PDI gives Pacman rock star welcome, award

From page A1

Dimpinio says three fights last year, all in unthrilling fashion.

He came out on top of a bloody win with the intellectual typewriter Juan Manuel Marquez to capture the Mexican's WBC super featherweight title last March, before viciously torturing tough David Diaz, who was then the WBC lightweight champion, in also-rounds last June to become the first Asian to win second titles in two different weight divisions.

Higher stakes

The stakes get higher and Pacquiao strengthened his claim as the world's best pound-for-pound fighter by handing the sport's biggest star, Oscar "The Golden Boy" De La Hoya, a career-in-reverse beating in a welterweight "Fresno Smack" last December.

He is unaware who will probably go down as the greatest Filipino and Asian boxer of all time," Bautista said, calling Pacquiao "a confusing factor" to Filipinos.

Hats off to the media

"I'm very very happy with the award from the Inquirer," Pacquiao said in Filipino. He also thanked the Inquirer for its "unconditional support."

"The media are a part of my success," he added. "If it weren't for the media, I wouldn't be where I am right now. My victory is our victory."

Dimpinio gamely posed for photos with employees and signed copies of the Inquirer sports section's banner story declaring him the top Filipino to win in 2008.

Favored over Hatton

Less than three months away from what he considers as the toughest fight of his career—against British superstar Ricky Hatton—Pacquiao said he needed support from all Filipinos.

"Tama ipagdasal niyo ako (I hope you'll pray for me) against Ricky Hatton," he said. "I hope I get lucky against Hatton. I need your support and prayers. I can't do it without you."

Pacquiao is favored to prevail against the "Hit Man" from Manchester, England, on May 2 at the MGM Grand Garden arena in Las Vegas.

$40-M fight

This morning, Pacquiao is flying to England for a three-day promotional tour in London and Manchester for the Hatton fight.

From England, he will fly to Los Angeles to link up with his American trainer Freddie Roach and begin working out for the fight set at the light welterweight limit (140 lbs).

Pacquiao doesn't think Hatton's rumor, fired Mayweather Jr., can transform the British pugilist into an all-around boxer for their duel that is expected to rake in close to $40 million in revenues.

And the Filipino champ thinks he is more chipmunk than Hatton since he was once a cuddlesome chipper before evolving into a clean boxer.

"The Hatton you know is the (former) 'I'll be back on May 2,'" Pacquiao said. "You can't change him."

Pacquiao, 30, dodged questions about his political plans amid reports that he is eyeing a congressional seat in Sarangani province. (Story on this page.)

"I'll rather focus on my fight with Hatton," said Pacquiao, who lost to incumbent Dodong Antonino Cantubo in their congressional battle in General Santos City in 2007.

Stuff of legend

Pacquiao's climb to greatness is the stuff of legend—from sleeping on cardboards on dusty streets in some unchecked town in Mindanao to being hailed as the country's top Filipino.

"Every time we pass a street child sleeping in a street corner, Manny would point to that child and say, 'that's who I used to be,'" said Pacquiao's business manager, Bob Ramos.

"I knew how it feels to be that child. I used to sleep on cardboard boxes only," said the boxer. Bakery helper who struggled to make ends meet before he found glory in the ring.

Pacquiao's Filipino of the Year award bolstered his image as an inspiration to millions of Filipinos in a country plagued by poverty.

HAPPY ROCKS AT PDI Boxer-senator Manny Pacquiao people rock him at the landing of the second floor on the day did in the Inq... and have another third floor. JOEY ARGUILLAS

Pacquiao puts political plans on hold

By Allison W. Lopez

MANNY PACQUIAO IS DEferring an announcement on his next political plans but he has an appeal to the Commission on Elections (Comelec) and those involved in the political process—keep the 2010 polls clean.

At a press conference at the Renaissance Hotel in Makati City yesterday, media men waited with anticipation for his announcement that he would run for Congress in Sarangani province next year.

But they were disappointed.

"Maybe not now," Pacquiao said, speaking in Filipino. "Let's just leave that to my lawyers. The reason I came here is to appeal to everyone to make the elections clean."

He said Filipinos should unite to make sure that no cheating or bribery would occur during the polls.

"I am appealing to the Comelec to keep the elections clean ... You've seen me. I fight cleanly when I'm in the ring. I do not know how to cheat. Let's hope that's also what happens in 2010, that no one will cheat or resort to bribery ... Let's not stain our people, spoil all their energies during the elections and then not count their votes in the end."

Not complaining

Pacquiao, however, made it clear that in making the appeal he was not complaining that he felt cheated in the 2007 congressional elections, which he lost to Gen. Santos City Rep. Darlene Custodio.

His election lawyer, Florin Hilbay, stressed that while Pacquiao was seriously considering running for a congressional post again, the champion chose to the press conference only to join the call of others for clean elections.

Soldier kills 3 superior officers; manhunt on

From page A1

Tid's superiors were then sitting at a table, planning the next offensive for the rest of the week, Barzaga told the Inquirer on the phone.

Lt. Col. Rhoen de la Cruz, 47, was instantly killed, and 1st Lt. Gerald Pasatiempo, 26, was declared dead on arrival at the Jolo Provincial Medical Center.

Capt. Dandilo Aragon Jr., 31, an executive officer, died shortly after 11 p.m.—or an hour after the shooting.

Capt. Beatriz Ramos, 32, Tid's commanding officer, is still being treated at the hospital.

The fifth man, 1st Lt. Philip Randal, was able to run for cover, Barzaga said.

Tid left the barracks after the shooting, leaving all his belongings including his cell phone.

Authorities have recovered Tid's service firearms. In a follow-up operation, his upper body armor vest—and not combat boots were found outside the recreation quarters.

Police and military troops are hunting him down, according to Senior Supt. Camilo Cascolan, the police chief of Tagbilaran.

Leave approved

The shooting occurred on the night that Tid's application to go on leave was approved, Barzaga said.

He said Army authorities had yet to figure out what had triggered Tid to deadly assault, but theorized that the soldier might have been disturbed by the two recent deaths in his family.

Tid's father died on Saturday, and he had been asking permission to attend his father's burial, Barzaga said. "Captain Ramos gave him a go-signal (Saturday) night to file for an official travel leave. But this shooting still happened."

Last month Tid's mom died, "and he was allowed to attend the burial in Iloilo at that time," Barzaga said, adding:

"The close proximity of the two deaths in his family might have affected (Tid's) thinking."

Tid's personal records show that he has no history of mental illness or violence, Barzaga disclosed.

Prior to his assignment to Jolo, Basilan (last month), Tid was largely involved in the military's anti-insurgent campaign in Quezon province.

"He also didn't say that what happened [on Wednesday] night was a result of combat stress," Barzaga said.

Police probe

Senior Superintendent Cascolan said he and his men were closely coordinating with the Army on the investigations of the shooting.

"According to the report of the Army, they have already given (Tid) leave when the shootings happened," Cascolan said.

He said the police would verify the result of the information, and that while they were working with the Army, they were conducting a separate and two parallel inquiry.

"We still have a follow-up investigation on it until he checks in. We are looking for another soldier who reportedly traveled with Corporal Saul Tid," Cascolan said.

He added that both the police and the military were covering all efforts to find and arrest Tid.

With a report from Allison W. Lopez

BSP files ₱1-B syndicated estafa case vs Legacy owner

From page B1

more criminal charges against De los Angeles Jr. and officials of two affiliate companies of a legacy pyramid firm for duping hundreds of people with investment securities that were not registered with the corporate regulator.

The BSP endorsed Legacy's 15 rural banks closed just before last Christmas for being involved and for engaging in unsafe and unsound practices.

Legacy's pyramid firms—Legacy Consolidated Plaza Inc., Schoolship Plus Philippines Inc. and All Asia Plaza Corp.—have also ceased operations.

All Legacy companies closed their offices and ceased operations on Dec. 8, 2008 without prior notice to the SEC, leaving a huge number of investors completely fazed.

The SEC Compliance and Enforcement Department filed separate complaints with the Department of Justice against De los Angeles and officials of Legacy Card Inc. and One Realty Corp., affiliates of Legacy Consolidated Plaza Inc.

Sue, brother and mother

Aside from De los Angeles, his son Martin Nicolo, brother Veronico, mother Pedro, and other Legacy Card officials Nyanita Tiongson, Caroline Mendoza, Director Antonio Cruz, Silfa Mendoza, Rodilla Bautista Garcia and Sec Hilario were charged with violating the Securities Regulation Code and the Corporation Code.

The BSP said the charge of syndicated estafa stemmed from the alleged swindling of the public and siphoning of deposits from a Legacy bank by De los Angeles and other bank officials.

"The criminal schemes concocted and hatched by De los Angeles himself were used to swindle the public and siphon off funds from the Rural Bank of Darbel," the BSP said in a statement.

Based on the investigation by its bank supervision unit, the BSP said the insurance deposit in Rural Bank of Darbel amounts to P630 million as of last Sept. 30, but the actual cash it had on the same date stood at less than P1 million.

By cooking depositors and siphoning off the money for personal gain of the Los Angeles and bank officials, they consumed estate, the BSP said.

Third wave

The case filed yesterday was the third wave of cases filed by the BSP against Legacy's frauds.

On Jan. 7, the DOJ filed 49 counts of falsification of public documents against 16 officers, employees and agents of seven of Legacy banks, including Rural Bank of Pandacan, Rural Bank of San Jose in Batangas, Dynamic Rural Bank in Cabiao, Nueva Ecija, Rural Bank of Darbel.

The BSP said the officers, employees and agents falsified documents, like bankers' resolutions, reports of condition and registration certificates from the Department of Trade and Industry, to support fictitious loans.

The "loans" were not really applied for by real borrowers but were siphoned off by personal gains of the bank officials.

On Feb. 6, the BSP filed another 118 counts of falsification of public documents against 10 officers, employees and agents of four Legacy banks, including Rural Bank of Pandacan, Rural Bank of Darbel, Rural Bank of San Jose in Batangas, and Bank of East Asia.

Massive diversion

The cases were filed as BSP's investigation uncovered massive diversion of funds by said banks using fictitious loans," the BSP said.

The BSP added that during its investigation, many of the bank "borrowers" denied having obtained loans from the Legacy banks, while others admitted to have participated in the borrowers of millions to person wards of loans in exchange for receiving commissions worth P150,000 to P450,000.

The filing of syndicated estafa against De los Angeles, who admitted to be the head of the Legacy Group, and officials of Rural Bank of Darbel came after legislators questioned the BSP for not having filed a case against him.

Beyond authorized purpose

The SEC said Legacy Card violated the Securities Regulation Code since it did not register its investment securities (Section 8) and because it used the securities for fraudulent transactions (Section 26).

The registrar also alleged that Legacy Card violated the Corporate Code (Section 43) when it went beyond its authorized purposes, which is to promote and sell credit cards.

The SEC also filed a separate complaint against the Los Angeles and other officials of One Realty, namely: his wife Ma. Concepcion, brother Fortis and company executives Clemente Limpin, Madeleine Constantino and others yet unknown.

On Feb. 13, the SEC filed the third wave of criminal charges against De los Angeles and six officials of Legacy Consolidated Plaza, which was only authorized to sell pressed plum.

The registrar said the pyramid firm "has deficiencies of honest and solvent management as matter despite the fact that Legacy has not filed any registration statement or secured a secondary license from the SEC to issue, offer and sell securities to the public."

Double-your-money program

Legacy Consolidated Plaza went beyond selling pressed plum and utilized investors with investment products that offered unusually high interest rates of up to 100 percent, according to the SEC.

These investment products include the Double Your Money Program, Bilateral Panel, Pre-Need Buy Back with Deed of Assignment, Motor Vehicle with Money Back, Maximo and other bank products like Certificate of Time Deposit and Time Card Investment.

To pay for the promised investment returns, overdated checks were issued under the account name of Legacy Card or One Realty.

Bouncing checks

The checks bounced starting November 2008 either due to "account closed" or "insufficient funds," the SEC said.

"Taken as a whole, it appears that respondent Legacy Card conspired with and aided Legacy Consolidated Plaza Inc. in its grand scheme to defraud the investing public," the SEC said in its complaint filed with the justice department.

"[The] acts undertaken by Legacy Consolidated Plaza Inc. and its respondent Legacy Card implied a conscious and intentional design to do a wrongful act for a dishonest purpose of enriching and financially taking the public's hard-earned money," the SEC said.

The SEC pointed out that Legacy Card and Legacy Consolidated Plaza Inc. were established and controlled by the same persons headed by De los Angeles.

"This only proves that Legacy Card was organized or utilized only for purpose of defrauding the investors of Legacy Consolidated Plaza," the regulatory body said.

One Realty also used invested its role of handling real estate.

"In fact, this attempt to hide under the cloak of corporate fiction by Legacy Consolidated Plaza Inc. used its affiliate One Realty, as an adjunct or business conduit for the purpose of issuing and assuming liability for payment of the postdated checks given to the complainants customers," the SEC said.

Names of 28 complainants

In its complaint filed with the justice department, the SEC included the names of 28 of the hundreds of investors who have filed complaints at the agency. The commission said they were not able to recoup their investments ranging from P50,000 to P1 million.

DE LOS ANGELES

BRIGHTING Paramilitary troops laugh among themselves during a meeting in the headquarters of the Bangladesh Rifles in Dhaka over a salary dispute. At press time, they had returned to barracks. AFP PHOTO

Bangladesh mutiny over; 11 killed

DHAKA, BANGLADESH—A MUTINY BY thousands of Bangladesh border guards over unequal pay ended in their surrender late Thursday, after Prime Minister Sheikh Hasina warned they were on a "suicidal" path that could only end in bloodshed.

"All the troops have surrendered their weapons and gone back to their barracks," the prime minister's spokesperson, Abul Kalam Azad, told Agence France-Presse.

All the remaining hostages unless captive since the mutiny began at the Dhaka headquarters of the paramilitary Bangladesh Rifles had been freed, Azad said.

The official death toll from the mutiny stood at 11 with dozens more injured.

One minister had earlier said that as many as 50 officers may have been killed by their men, but Azad said 30 officers had been among the released hostages.

Tensions within the Bangladesh Rifles, which had been simmering for months, exploded into violence early Wednesday when senior officers dismissed appeals for more pay, subsidized food and holidays.

In a televised address to the nation, Sheikh Hasina, who took office less than two months ago, threatened to put down the mutiny by force.

Suicidal route

"Your give up your arms and surrender immediately right now," she said. "Don't take the suicidal route. Don't compel me to take tough action. We are aware of your problems. Please help us."

Shortly after Sheikh Hasina's address, the Army positioned tanks and armored personnel carriers close to the headquarters of the Bangladesh Rifles.

Earlier Thursday, the revolt appeared to be spreading to a number of other posts manned by the Bangladesh Rifles outside the capital.

Police chiefs across the poor and chronically unstable South Asian nation said rank-and-file members of Bangladesh Rifles had revolted in 12 border districts—roughly a quarter of the zones where lonelier security forces are stationed.

Police chief Kamal Abdus Nasir Chowdhury in the southeastern town of Rajbandia reported "heavy fighting" at a Bangladesh Rifles training center.

In an effort to stem any further spread, the Bangladesh police authority ordered all the country's six mobile operations to abandon their networks.

Amnesty offered

"The situation across the country is calm and quiet. Everything is now under control," Azad said.

Sheikh Hasina had offered the mutineers an amnesty on Wednesday and also promised to address complaints over low pay and working conditions.

The unrest was the first major crisis to face Sheikh Hasina since she took office after a landslide election victory that ended two years of army-backed rule.

"Keep the peace and stay patient for the sake of the nation. I urge everyone to be prudent. I seek cooperation of all," she said in her televised address.

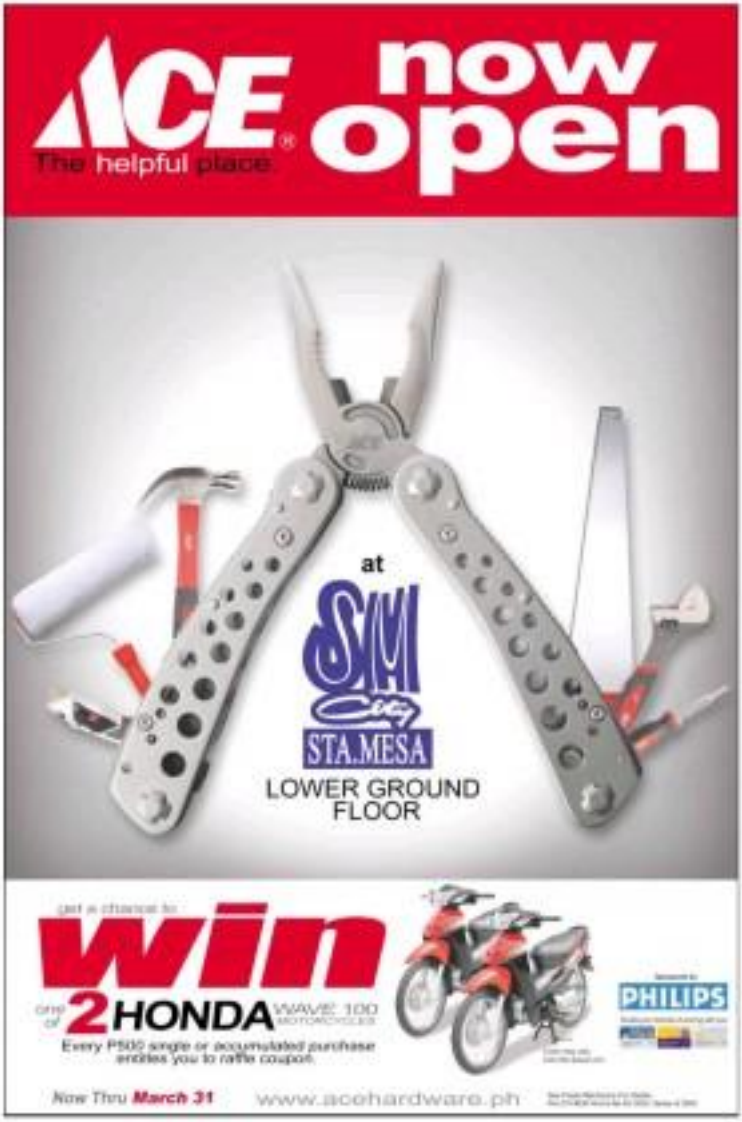
The revolt highlighted the frustration felt by many in Bangladesh, which suffers from high food prices, a slowing economy and rampant corruption within the ruling classes.

History of violence

Bangladesh has had a history of political violence, coups and counter-coups since winning independence from Pakistan in 1971.

The country was run by a military dictator from 2002 to 1990, before democracy was restored in 1991. In January 2007 the army again stepped in, canceled elections and declared a state of emergency following months of political unrest.

Democracy was only restored with elections last December. AFP



GMA favors development of clean energy sources

KIDAPAWAN CITY, North Cotabato, DAVAO DEL SUR—President Macapagal-Arroyo yesterday said she wanted the development of clean energy sources pursued to lead up the country's electricity supply.

In a Malacañang press briefing in connection with her visit to the P8.22-billion hydropower plant here, Mrs. Arroyo said developing clean energy sources "increases the importance of fashioning the path to sustainable natural resources in dealing with electricity problems."

She cited the Alcoy-Bunod Hydro project, which will operate in October, as an example of the clean sources she wants developed.

"It will serve to stress further not only the hydropower's economic benefits but also its environment-friendly dimensions and contributions to initiatives designed to address the threats posed by global warming," the President said.

'Obvious benefits'

In his brief response at the hydropower plant, the President praised Hedcor for the "obvious benefits" that the project would bring to the people of Davao del Sur, particularly the Bagobo-Tagabawa communities.

Rene Rosquillo, Hedcor president and chief operations officer, told the media that the project would generate 1,300 local jobs and P700 million in taxes during the first 25 years of operation.

Because of the project, the host village also becomes a recipient of 40 kilometers of roads worth P156 million, according to Rosquillo.

There are also Hedcor's P54-million fund for watershed management and reforestation of areas inside the Mt. Apo Natural Park, potable water supply for 25,000 housing amounting to P2.5 million and rural electrification.

But Rosquillo said the most obvious benefit of the project was its being environmentally friendly compared with other sources of energy.

On its website, Hedcor boasted that its projects, like the hydropower plant here, would "save 7,000 tons as adverse effects on the environment because we use a run-of-building and indigenous energy source—water."

"The energy that we use out of river hydro plants provide, therefore, avoids global warming, reduces the emission of greenhouse gases and helps keep our world a safe place to live in," the company said. By Jeannette Andrade, Nikko Dizon and Orlando Fabros, *Mindanao Bureau*

CBCP rejects nuke plant, recommends to dismantle it

Front page A-1

other parts of the country.

"We recommend that the implementation of the approved bill on the use of renewable energy, such as solar, wind and wave as safe sources of electricity," the CBCP said.

No rush

President Macapagal-Arroyo is to set forth to new Public the basic power plan policy.

Malacañang yesterday said it would first await the study and series of consultations being done by the Department of Energy (DOE) before zoning up with a firm position on whether to reopen the country's only nuclear facility.

"The President will never compromise safety core speed," Anthony Golez, deputy presidential spokesperson, told reporters in a briefing.

But Golez said that should the DOE study recommend that recommend reactivating the power plant, "then we would find no reason why we would have to delay."

Asked if reopening the BNPP was a priority of Mr. Arroyo, he said, "We know that has priority in that we should be energy-sufficient in the next few years."

Golez said the government had "a lot of programs" to achieve this goal and that the BNPP was just one of them.

Last year, Energy Secretary Angelo Reyes said the government was seriously considering reopening the BNPP, saying that it had spent $2.3 billion to build the facility, which had generated not a kilowatt of electricity.

Rehabilitation cost

Reyes said a team from the International Atomic Energy Agency (IAEA) had checked the facility and had suggested rehabilitation cost at $600 million for at least five years.

If it becomes operational, the BNPP will be one of the most dangerous nuclear power plants in the world, Greenpeace said yesterday.

The group said the BNPP, which has a light water reactor made by Westinghouse, did not conform to the current safety standards of the USEA.

Outdated

Beau Baconguis, Greenpeace Southeast Asia Campaign Manager for the Philippines, said the design of the BNPP was not only outdated but also faulty.

The BNPP's compliance to IAEA nuclear plant construction and site selection protocols were already in doubt even before the BNPP was finished, Baconguis said.

Beau de Rock, Greenpeace Southeast Asia Nuclear campaigner, also said the BNPP was never evaluated according to standards of the IAEA which were raised after the 1986 Chernobyl meltdown.

The standard for nuclear reactors is "Generation 3," which has double containment for its reactor and passive safety system, according to De Rock. The BNPP has a "Generation 2" reactor.

"We cannot be sure whether the BNPP can be upgraded to meet current reactor standards," De Rock said.

Rita said Westinghouse reactors were "breaking down with alarming regularity" because of design defects, including cracks in the main steam turbines, detrimination of fire-stress protective tube, and the reactor pressure tube running brittle.

On its website, Hedcor boasted of other nuclear plants designed by Westinghouse and similar to the BNPP in Brazil and South Korea, which were plagued by outages and leakages of radioactive water.

Study by experts

A study commissioned by the former ad hoc committee on the BNPP and the Presidential Commission on the Philippine Nuclear Power Plant found the nuclear plant defective.

The commissioner, Hermen Perlas, a technical consultant to the study, said that the study showed that the BNPP could not be operated safely because of the defective quality assurance program.

Perlas, who was not allowed to discuss the study's contents at the hearing in the House appropriations committee on Wednesday, said in a statement that the study was completed during the term of President Corazon Aquino. It cost $9.5 million and was conducted by 18 nuclear experts.

60,000 defects

Perlas said the team found 60,000 defects and that it would cost $1.2 billion to $1.54 billion in 1990 euros to repair the plant. The repairs would take six to a half years.

Should the repairs be conducted, there was no guarantee that the BNPP would be safely operated because the quality assurance program was so problematic that the plant's safety may never be established, Perlas said.

He also said James Reppion, a former official of the US Nuclear Regulatory Commission, said the review team found "pervasive and significant" defects in the plant's design, construction, quality assurance and start-up testing.

"The identified deficiencies are impressive and ensure that the plant cannot be expected to operate safely and without undue risk to public health and safety," he quoted Reppion as saying.

Where's the study?

Walden Bello, member of the Freedom from Debt Coalition, said he was appalled that those pushing for the reopening of the BNPP seemed to be unaware of studies that thoroughly discredited the facility's operations.

Congressman Lito Banayo said several attempts to get hold of the study that Perlas was referring to, but added no one had to find boundaries to produce one.

He asked Perlas to give the fruit of the study and inform the committee where it would be released. *Reports from Dona Pazzibugan, Alcuin Papa, Christine T. Zaguirre and Zaida B. Imbacuan*

Palace: GMA to veto right of reply bill if press freedom curtailed

Front page A-1

part for the bill.

"I now realize that an act is unsettled press is better than a press that is chained to by authority. Our Constitution says that no law shall be passed abridging the freedom of speech, of expression, or of the press," Arguelles said in a statement.

"If it curtails any press freedom, then it will never get the support of the Palace," deputy presidential spokesperson Anthony Golez said, referring to Senate Bill No. 2158 that media groups have avoided as an assault on press freedom.

"The President will never be for that kind of bill. We have nothing to talk about if the Presidential would not like it would really attack freedom of the press. She will not support that," Golez said in a press briefing.

Golez said Mr. Arroyo did not want to leave a legacy involving a measure such as the right of reply bill apparently authored by Sen. Aquilino Pimentel Jr. and Bataan Rep. Marites Panotiveilla.

"The President will always protect our Constitution," Golez said.

Asked if the bill was needed, Golez replied: "There are some measures already that are adequate or that can protect the basis of different lawmakers."

He added: "It will depend on the disposition about the selection of the bill, what the objectives of the congressmen and senators are."

House waters down bill

Amid mounting criticism, the House of Representatives has watered down its version of the bill that has been fined up for plenary debates, probably starting on Monday.

With the amendments, Panotiveilla of Batanes and bill sponsor Rep. Rosemario Abante of Manila hope the proposed law would be more acceptable to their House colleagues and to the media.

Under the amendments, the penalty of imprisonment would no longer be imposed on media practitioners. The originally proposed fines ranging from P10,000 to P200,000 had been lowered and now ranges from P10,000 to P100,000.

The media outfits would no longer be closed, but the franchises of radio stations or the registrations of television networks and print media outlets may be suspended.

The implementing rules and regulations of the law would also be drafted by media practitioners.

The right to reply bill says that "all persons ... who have caused directly or indirectly, the committing, having committed or intending to commit any crime or offense defined by law, or are convicted by irrevocable judgment, or makes false statements in relation to public or private life, shall have the right to reply to charges or attributions published or printed in newspapers, magazines, newsletters or publications circulated commercially or for free and to be heard or read over radio, television, websites or through any electronic device."

The Senate bill would require that the replies be "published or broadcast in the same space of the newspapers, magazines, newsletters or publications, or aired over the same program on radio, television, websites or through any electronic device."

Letters to the editor

Another amendment is that the reply need not be published in the same space or aired at the same time as the original report but it has to come out in the same publication or aired over the same program on radio, television or website.

The reply must be published in the letters to the editor or readers' comments section, or in any section chosen by the editor and "which clearly appropriates the section where the original article was printed in terms of visibility and location."

The reply also need not be published or aired within a day but may be published within three days. The reply would also be subject to editorial discretion in case it contains malicious or libelous allegations. But the gist should remain intact.

There is also now a limitation on the right of reply. The right should be used to respond to points raised in the original publication or broadcast. Any subsequent report in response to the reply should not be subject to another reply except if there are new points raised or new data provided.

Oversight body

The new version of the bill also mandates the creation of a Congressional Oversight Committee that would oversee and review the law's implementation for five years. The committee could recommend the law's repeal or amendment.

Panotiveilla said he strongly raised the validity of the concerns over the measure, but that there should also be a right to have an enlightened public through a full discussion of public affairs.

Abante, who chairs the House committee on public information, thinks that with all the changes made, the bill would be "quite acceptable" to the media.

Sen. Francis Pangilinan, author of "anti-text robberies," proposing a dialogue between the different media groups and the senators to find out if a compromise solution was possible. With a report from Michael Lim Ubac

High-end school uses eggs to educate kids about sex

Front page A-1

Quezon City eggcooking is used as a teacher exercise made school students to identify sense is the best way to prevent unwanted pregnancy.

"Teenagers who are the are and unlearned egg rearing have learned to be more responsible and will treat their children with love as their parents did to them," said Gerry Cordero, a Young Life Skills counselor at Bentley who holds a master's degree in education from the Ateneo de Manila University.

They are required to keep the eggs with them at home or when they go to school or to the mall, and to bring a journal to show they are coming to their "mom."

"Some eggs represent their babies. If they can't take care of their eggs, how will they take care of their real-life children?" Gonzales said.

There who fail to take care of their eggs are required to repeat the activity. Those who "abandon" or allow their eggs to rot are "given counseling."

"In the end, they are given questions for reflection like 'If pregnant had a fiancé, would you give consent/ care?'" Gonzales said.

Those who "lose" their eggs are taken to do research in real-life cases about parents who lose their children. Or they can "adopt" another egg if they want to.

"There was one student who lost his egg, but she said her parents were 'dad'—meaning didn't care. They realized that they're not ready for marriage, that it's a big deal," Gonzales said.

"We just want them to see the consequences. If you become a father, there are others and not just yourself, whom you have to consider. We want them to see how their lives can change," she said.

After the wedding MAT, some students had the eggs for eating and others return them to their teachers, Ong said.

"Some use them as souvenirs. They place the eggs on their study tables to remind them of the plans of early parenthood," he said.

Too young for condoms

The sessions are also provided once studies and films about the effects of early parenthood, as well as contraception and HIV/ teenage babies and mothers.

"We want our students why it's a no-no for them to use condoms. Teaching students the dangers of using condoms or an early age prevents them not to use them at all," Gonzales said, adding:

"But dead, girl are wrong. Condoms are effective contraceptives. But, students must know that it is not yet time for them to use these contraceptives simply because they're too young to handle the consequences of early sexual encounters."

Said Ong: "We try to tell our students that 'Yes, you're curious' and 'Yes, you're in a stage where raging hormones tell you to try sex. We can't do anything to prevent you from doing that thing.

"But[what we can do is tell you that it's not yet time to do that because there are certain consequences if you choose to have sex at this time. Chances are there are consequences will destroy your entire life," he said.

Peer pressure, etc.

Gonzales said the campaign was a result of a survey that identified the factors serving to influence teenagers into having early relationships.

"Peer pressure is the first one. There is a prevailing belief among teenagers now that it's cool to have a boyfriend or a girlfriend even when you're just 11 years old," she said.

She added that this belief can be reinforced by the media. "Teenagers are exposed to the internet and television shows. Most TV programs, especially in the United States, show teenagers cavorting with their young counterparts, sending a wrong message to [other] teenagers."

Indeed, guidance counselor Jane Sinaki said children as young as 10 or 11 were already asking her questions about having boyfriends or girlfriends.

Ong said Bentley was also promoting abstinence instead of the use of contraceptives in order to build up the character and values of its students.

"We want them to know that it is much, much higher IQ to actually about delaying gratification. And children who learn this tend to develop patience and better leadership qualities," he said.

Marshmallow test

Ong cited the famous "marshmallow test" in psychology where children are given one marshmallow and told not to touch it but they would be given another one.

He said follow-up studies showed that those who did not eat the marshmallow were "more successful in life."

Ong said Bentley's sex education campaign was helping "change [the students'] mindset that sex is not a game."

"We, it's not. There are consequences and this is what's important. You change the paradigm and show them what sex is, what pregnancy really is," he said.

Bill simplifies abandoned kids' adoption

A LEGISLATIVE BILL waiting to be signed into law by President Macapagal-Arroyo soon simplifies the procedures and shortens the process for the adoption of abandoned children, according to the Department of Social Welfare and Development (DSWD).

Under the bill, called "An Act Requiring the DSWD to Declare a Child Legally Available for Adoption," the Secretariat of receiving Directors of Abandoned Cases has been transferred from the courts to the DSWD.

The bill, approved by a bicameral conference committee hearing last month, extends the provisions of Republic Act 8552, or the Domestic Adoption Act of 1995, and Presidential Decree 603, or the Child and Youth Welfare Code.

The new measure changes the nature of the proceedings to declare a child abandoned from judicial to administrative, said Imelda Gumaldoja Pasion, assistant director of the Inter-Country Adoption Board, a DSWD attached agency. By Nikko Dizon

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Ailing veterans granted leave by US Embassy

FILIPINO WORLD WAR II VETerans who intend to leave their home soon need not appear in person when filing their claims for lump-sum benefits granted under the recently passed American Recovery and Reinvestment Act of 2009, the US Embassy announced yesterday.

Veterans needing assistance with their application may request an appointment with the Manila Regional Office of the US Department of Veterans Affairs (USDVA) by calling 115 320-2300 or 1-800-1888-3202, toll free, or through e-mail at https://ask.va.gov.

Those who cannot go to the US processing center may ask the USDVA to arrange a visit to their house to receive and process their applications. Claims from spouses, widows and children of veterans will not be accepted.

"This is a lot more than the veterans community and to provide those eligible veterans the opportunity to apply at the earliest opportunity," the embassy said in a statement.

The embassy relaxed the application procedure after a veteran died of a heart attack recently just after filing his application at one of the USDVA processing sites.

The embassy also clarified that veterans will not be charged nor have to apply for the new benefits.

Application forms are available at the US Embassy, the Veterans Memorial Medical Center in Quezon City and the 13 Philippine Veterans Affairs Office (PVAO) regional centers in the country.

Applicants residing from outside the country should be addressed to: US Department of Veterans Affairs, 1131 Roxas Blvd., 0930 Manila, Philippines.

Cynthia D. Balloon

'Priority No. 556' a no-show at the old, gray line

From page A1

many of them were in their 80s and 90s, and can only be dying at a rate of 1.8 a day.

Documented to hell. Buangalan's son Gil gave her more to Camp Lapu-Lapu, center of the interviews, to ask the Philippine Veterans Affairs Office (PVAO) if Dionisio glorious family would still receive the $9,000 lump sum package.

The answer he got was not encouraging.

That would be all

Emmanuel Pelletan, a PVAO officer coordinating the interviews, said the agency had to follow the policy of the US Department of Veterans Affairs (USDVA), which mandates that a veteran who died before his scheduled interview could no longer qualify for the compensation.

Pelletan said the Philippine government would extend full assistance and transfer the veteran's pension to his widow. But that would be all PVAO could give to the family of the deceased, he said.

My father never viewed the country He fought during the war itself should be given that benefit. But he died. I just want at least his family, especially his wife who is ill right now, to benefit from it as well," the deeply disappointed son told the reporter.

The elder Dionisio complained of chest pains on Sunday, but got better by Monday and insisted on going to the camp, headquarters of the military's General Command Center, for the interview.

Still a burden

Gil, who accompanied his father to Camp, said the schoolbook-learned veteran was well and held enough to carry a conversation for Tuesday.

Father and son were brought as an urgent task with their other they came to get an appointment com-

Yes. They were glorious. Sir.

"My father thought we would be interviewed right away last Tuesday, but even after breathing that he had to return Jon Dionisio's he was still undecided," Gil said.

"They should have printed the veterans who are sitting and those who come here for processed. It was already a bus day waiting for the board and now it's still a hundred people," he complained.

But Pelletan explained that all aging veterans would still apply for the benefits and be processed by USDVA representatives, without appearing, for a personal interview a family member would no

SO GRATEFUL YET SO PAIR Maria Ilocos veteran Zoilo Lo. Benito Buangalan (at left), who died on the eve of his compensation for his service in the last world war. His widow Rogelina and son Gil (right) go the Baguio Ilocos office in their residence in Barangay Loakan, Cebu City. (DEDON PINO)

be need to fill up a form from the PVAO office, he said.

Thumb mark

If the veteran could no longer affix his signature on the form, a thumb mark would do but the document should also be signed by two to three witnesses of legal age, Pelletan added.

A photo of the veteran should be attached to the form, together with photocopies of supporting documents. The same photo should also show a newspaper published on the day the document was sent to the USDVA.

USDVA representatives in Cebu stopped assigning priority numbers after the number of registered WWII veterans who have showed up reached 1,000 as of late Wednesday.

Pelletan said USDVA representatives, who started the interviews last Tuesday, have since been working overtime to process as many veterans as possible, but they could only stay in Cebu until Friday.

Those who already got priority numbers but could no longer be accommodated, he interviews would be given applications forms for them to fill up and mail to the USDVA office in Manila, the PVAO officer added.

Finished for eminent last night, a public prosecutor in the Garcia plunder case described the brothers' arrest as "a real, classic development" because now we know where they are."

At his in the headquarters arraignment next to commenced, the brothers have remained at large, said the prosecutor who asked not to be named for lack of clearance to speak to the press on the matter.

KOFI ANNAN AND DAVID JONES DISCUSS CLIMATE CHANGE AND THE CREATIVE COMMUNITY'S ROLE AT CANNES

Kofi Annan, former Secretary General of the United Nations, President of the Global Humanitarian Forum and David Jones, Global CEO of Havas Worldwide, CEO of Euro RSCG Worldwide and co-founder of One Young World, will hold a cross debate hosted by Nicole de Clercq, Global Leader, WPP Responsible & Founder of EcoPrincipal, at the Cannes Lions International Advertising Festival. The debate will be about the human face of climate change and the role that only the creative community can play in changing positive change to climate justice.

In June 2008, WPP Responsible started working for Kofi Annan's Global Humanitarian Forum and, together with David Jones, created a renowned communications team working for Kofi Annan to raise awareness of human consequences of climate change all over the world. Kofi Annan's leadership is shown in his role as chair of two non-governmental organizations dedicated to the framework of the United Campaign for Climate Action will call on the Cannes Lions advertising audience to support this event.

"We have to involve millions of people in a global movement for a fair adaptation to the climate crisis" said Hanna de Clercq.

"This is what Havas as a business believes will make up and am sure it they feel there is strong public support" said Kofi Annan.

"The fundamental word is actually movement rather than a campaign. Because a campaign is something that you watch, whereas a movement is something that you join and be a part of" said David Jones.

The 56th International Advertising Festival will be held 21-27 June 2009 in Cannes, France.

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For further information about the entry changes and to register to attend the festival, please go to www.canneslions.com. The Philippine Daily Inquirer is the Official Country Representative of the Cannes Lions Festival. You may also direct your queries through our Corporate Affairs office at (632) 897-0000 local 209.

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Garcia's 2 sons arrested in US

From page A1

court of making a false statement to a government agency.

Both will be held in San Francisco to answer to the charges, the department said in a statement.

Their father Luis Garcia was found guilty of perjury last week by the Sandiganbayan anti-graft court for misdeclaration of his assets and liabilities in 2008.

According to the indictment, the five sin brothers evaded Philippine and United States laws from Manila, concealed in Belo personnel said in their luggage, and failed to declare the importation of the money.

Garcia, his wife and three sons, including Juan Paulo and Luis Gerl, are also facing plunder charges in the Philippines for allegedly amassing P303 million in illgotten wealth during the elder Garcia's senior military service.

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INQUIRER
OPINION

The right to edit

EDITORIAL

THE OTHER DAY, SENATE MINORITY LEADER Aquilino Pimentel Jr. challenged his "friends in the media" to offer him a "reasoned argument" against his right of reply bill, which has passed third reading in the Senate. We are not sure if the burden of proof, so to speak, falls on the media. Pimentel's counterpart in the House of Representatives, Manila Rep. Benasenido Abante Jr., for example, gives us all the proof we need that, in the wrong hands, a right to reply law does pose a grave danger to our civil liberties.

Pimentel offers a much more solid argument for a right of reply law, as an expansion of the freedom of the press. As a lawyer, however, Pimentel knows that God (or the devil, depending on which quotation one prefers) is in the details.

And the details are revealing indeed. No distinction between news and opinion (thus killing, in one swoop, the entire tradition of fair comment). No consideration of the cost of reply (thus weighing down news organizations, very few of which actually turn a profit, with an enormous financial burden). And no regard for industry discipline (thus ignoring, sweepingly, decades of practice at self-regulation).

The cost of the issue, however, is this: What we have in the right of reply bill (as forwarded in Senate Bill 2158, for example) is the right to edit.

Readers trust a newspaper regularly, viewers tune in to a newscast daily, listeners turn to the radio news broadcast hourly, to part because they trust the editors and directors and producers—in short, the news managers—who do the jobs. The same pattern of trust can be discerned in the emerging media. The most popular websites and the most influential blogs have distinct personalities (in the case of blogs, quite literally).

To choose an example near to Pimentel's heart: Let us say that in the not-too-distant future, a practiced anecdote-genre divides that the marital law era did not in fact happen; that the arrests of Benigno Aquino and Jose Diokno and countless others (including, yes, Pimentel) did not in fact take place, that opositionistas were not in fact tortured and dissidents were not in fact killed. An impossible proposition? Not at all—as the cautionary growth of the Holocaust-denial industry, despite the universe of evidence, should warn us.

Under a right of reply regime, no good deed goes unpunished. Any criticism of a martial-law denier must be paid back in full, with the denier enjoying equal treatment. Even if a newspaper or a TV network or a radio station had already painstakingly shown, perhaps through a comprehensive special report, that martial law did in fact happen and many thousands were in fact left victimized, such news organizations would be obliged, under penalty of law, to grant the denier space or airtime equal to the criticism, such time his patent nonsense is criticized.

Does anyone think this is an ideal state of affairs?

News managers—editors, news directors, executive producers—have the duty to judge what is newsworthy. That is part of the reverence contract readers and viewers and listeners and users enter into. Under a right-of-reply regime, however, a news manager's duty is to quiet her audience from the insanity of a marital-law denier is undermined. Indeed, in complying with the strictures of such a law, she will be compelled to propagate the very nonsense she ought to protect her audience from.

Is this an isolated, unlikely case? Not at all—as the shameless growth of the Arroyo administration's double-speak factory, despite or perhaps because of its lack of credibility, should tell us.

Executive Secretary Eduardo Ermita wants us to believe that President Macapagal-Arroyo did not mash the Edsa 1 rites last Wednesday; she merely had a full rebuttal. We have the duty to report this statement, of course; on paper it does not look as insane as it sounds. But did no one in Malacañang realize that the anniversary always falls on February 25? It is our bounden duty to point out the inconsistency in Malacañang's statement, the political savvy behind Malacañang's use of holidays to mark anniversaries or holidays it welcomes—and thus the hypocrisy in Malacañang's position on Edsa.

Under a right of reply regime, the media's contradictorily patterned responsibility to tell information from misinformation falls victim to the most flattering form of insincerity: mere lip service.

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The curious case of Agnes Raguinan, teacher

AS I SEE IT

Neal H. Cruz

WHAT'S GOING ON IN THE SUPREME COURT? It is supposed to be the highest court in the land that corrects errors of lower courts and dispenses justice without fear or favor. Of late, however, this image of an incorruptible court has been so sullied. The case of retired Associate Justice Ruben Reyes is just one case in point.

Reyes was found guilty of grave misconduct by the en banc and fined P100,000, as he declared void the retirement benefits, but "seeking an unprecedented and constitutional first time on the citizenship of Negros Oriental Rep. Jacinto Limkaichong.

There are other cases that shake the faith of the ordinary citizen on the integrity and objectivity of the tribunal. A common complaint is the dismissal by the SC of appealed cases through minute resolutions, without any explanation why they were dismissed despite a constitutional provision mandating that all decisions and resolutions of the courts be published by law and the law.

The case of a public school teacher who was unjustly dismissed from the service and forfeited all retirement benefits, after having served the public for 30 years as teacher and principal, has come to my attention. She is Agnes Raguinan, principal of the Mansong (Pangantucan) National High School.

What was her fault? Nothing. She just applied, in 1999, for the position of principal of the high school when it became vacant as a result of the retirement of the incumbent. Being a resident of Mansong, Raguinan believed she had the edge for the position because of the public Act 8190 and Civil Service Qualification Standards which grant priority to candidates for appointment who are residents of the municipality or city where the school is located.

To make matters worse, Raguinan was not even up to appear to the position, among them Associate Tj Appala Jr. who was eventually appointed principal.

Believing that the selection process was not fair and transparent, Raguinan questioned the same before the Civil Service Commission field office in Tuguegarao. The mayor of Mansong also sought an injunction and later a declaration of nullity of the appointment of Appala for violations of pertinent laws and rules.

Thinking that Raguinan was the root of his predicament, Appala hatched a plan to entice Mark of her title. He sent her records and falsified her evidence against her.

In 2001, notwithstanding that the selection process and appointment of the principal had already been completed a year earlier, Juliana Liang, schools division superintendent of Pangantucan II, at the point of swinging Raguinan's application, asked the president of Nueva Ecija State University (NEU) for a certification on Raguinan's alleged master's degree in education as reflected in her transcript of records at the Baguio Central University (BCU). The NEU replied that Raguinan was not a graduate of the university. Appala and Liang then filed a complaint with the CSC, accusing Raguinan of grave misconduct, dishonesty, and falsification of public documents. The CSC dismissed her and ordered the forfeiture of her retirement benefits.

Raguinan appealed to the CSC, arguing on the grounds of: (1) Lack of jurisdiction of the CSC to dismiss her; (2) No substantial evidence to prove that she was guilty of dishonesty and falsification of public documents.

The CSC and the Court of Appeals admitted that it had no jurisdiction to hear and decide administrative cases against teachers. The authority is with an investigation committee composed of a superintendent and supervisor of the Department of Education where the school is located and a representative of the teachers pursuant to RA 4670, otherwise known as the Magna Carta for Public School Teachers.

However, the CSC and CA pointed out that Raguinan waived her right to question the jurisdiction because she allegedly failed to assert such jurisdictional issue before the CSC and was therefore guilty of estoppel by laches. Laches is a failure or neglect for an unreasonable and unexplained length of time to do that which, by exercising due diligence, could or should have been done earlier.

The records of the case show, however, that when Raguinan filed her counter-affidavit against the complaint before the CSC regional office or San Fernando, Pampanga, she already questioned the CSC jurisdiction. When the case was on appeal at the CSC, Raguinan also questioned its jurisdiction, hence, it is clear, that Raguinan had questioned the CSC jurisdiction within the prescribed period and had not been negligent in asserting her right.

The undersigned, who is not related to Raguinan appealed to the SC, but appeal was dismissed with a one-page resolution. "Denied for lack of merit."

When she inquired at the SC, she was not furnished an alleged en banc resolution except the word "Denied." To whom will the Inquirer revealed that there is no publication of such resolution contrary to normal practice of publishing all resolutions and decisions of the SC in the Internet.

What Raguinan saw were merely an information sheet that could get her copy from the compilations. Why from the compilations? Why not from the SC itself?

This is strange because the Constitution states: "No decision shall be rendered without expressing therein clearly and distinctly the facts and the law on which it is based."

Was that minute resolution really a decision of the Court en banc? Or was it the work of an employee? Shouldn't Chief Justice Reynato Puno order an investigation as this case casts doubt on the disposition of justice in the highest court of the land?

Professionals shouldn't want protectionism

PASSION FOR REASON

Raul C. Pangalangan

FILIPINO PROFESSIONALS SHOULD SEEK reciprocity, not protectionism. Competition is not our enemy; it is our friend. But as long as we are confident that we stand shoulder to shoulder with foreign professionals, what we should do is not to keep our foreigners but lose ourselves. But that is from trumpeting on a squint battle. Let us not raise protectionist walls but build sturdy level playing field.

I am a total outsider to the high-profile feud within SOJ, the country's leading accounting firm, and have followed the story only in the newspapers. But the accounting profession has on its side the protectionist clause of the Constitution that excludes all foreigners from the practice of all professions. The argument goes: If the Manila-based SGV is "integrated" into the international firm Ernst & Young, the Philippine economy will severely feel the limit foreign principle thus circumventing the Constitution, much to the chagrin of the politically correct nationalists herebelow. I'm sure the row involves other complex issues, but my lesson here is solely the misguided protectionism of the profession, why it is dangerous and how we can solve it without Charter change. (Why give our imperious President yet another excuse for Charter change?)

Note the nationalistic hues the law on these rule, but even then to not translated. "The practice of all professions in the Philippines shall be limited to Filipino citizens, save in cases prescribed by law." The exclusion is sweeping, but Congress can make exceptions. Most probably Congress won't have the guts to stand up to the paranoia of old school nationalists, and the Supreme Court will not be able to do much about it. For the legal profession, so-called [by lating, the Supreme Court has in fact backed not just foreigners but even Filipino citizens who got their basic law degrees abroad—which in turn favors the locally-trained native born.

The time has come to remove the law's power, whether by congressional revision or by judicial reinterpretation. He must advance the national interest by enabling the most sophisticated clients to access the most sophisticated professionals who can meet their price. Insulating the professions within a nationalistic cocoon will stunt their natural growth and foster its breeding. The only way to ensure that we are competitive globally is by competing globally and winning.

Let's face it. Even Juan Ideal, "[C]reation knows no country; [it] operates everywhere, genius is like light," the quintessential cosmopolitan Filipino like spare, like life, like God." This genie I found quite appropriately at the National Museum, beside Juan Luna's "Spoliarium," Gold Medal winner at the 1884 Madrid Exposition of Fine Arts. (The silver Medal went to Felix Resurreccion Hidalgo's "Christian Virgin Exposed to the Mob.")

Worse, protectionism actually gives shelter to archaic and unethical practices. In my fellow lawyers' case there, we know that their set Filipino retaliatory practices that are more harsh. It is a badge of membership only if you have obtained actually committed disgraceful for disbarment that the true professional doesn't succeed in public conversations.

Moreover, as a practical level, protectionism simply doesn't work. One even with the best in place, foreigners will get in to do the minimal and more creative phases of the work, and get away safely below the protectionists' radar screen. They remain invisible to local regulators by coming on board as consultants rather than, say, nationals of record. There are as many ways to tell when the practice of accounting begins and what sort of advice or work constitutes practice of a profession.

It doesn't help, for instance, that the Supreme Court has so broadly defined law practice to cover "any activity, in or out of court, which requires the application of law." If an unconstitutional foreigner arrives at Ninoy-Aquino saying "Bawal kumigin dito", and contains "Bawal kumigin dito" and engaged in the unauthorized practice of law that other nonsense translates for him the word "bigin" and engages it in Tagalog.

Moreover, despite the ruling title of unconstitutional these past decades, the SC has actually held that Filipino CPAs enjoyed reciprocity in one foreign jurisdiction where the law of the recommended impediments stood because in the first place their accountants were "chartered" by private societies, not by the state. Again, laws pick patriotism was unable to detect real barriers to the Filipino accountant. There are many more examples in the trip, due recognition of professional credentials, like the ill-certified nursing boards after a recent cheating scandal) or for us to exclude them (e.g., give the bar exams in Filipino and ask them to use certain cases a week in the future tense).

In a way, this entire debate is actually more and academic. With or without protectionism, foreign firms end up having to tie up with Filipino firms in order to do local business. The tie-up is the inevitable localization of global practice. The only thing that protectionism does is to drive up the price of the professional services. Foreigners end up doing the same thing, but feel cheap doing it.

In the Constitution, the "Filipino professionals only" clause is found in the article on the liberal, economy and patrimony. The Filipino professionals are not the only ones who are left. If you gold miner underneath our mountains, the senators fleeing in our favor, the attorney for telecommunications—all these the Filipino' sole domain. But professional expertise is distinct in one respect: it thrives best in competition with the brightest. Paradoxically, how many more crimes will be committed in the name?

Comments to pascalpangalangan@gmail.com

Insidious censorship

ANALYSIS
Armando Doronila

NO DEMOCRATIC COUNTRY IN THE WORLD has ever passed legislation that requires media to provide equal space and time to the replies of citizens offended by news stories.

The members of Congress have taken the lead of renovating Philippine democracy by initiating legislation that claims to expand freedom of the press while paradoxically introducing measures in its guts who are victims of some news reports or commentaries. Their initiative takes the form of Senate Bill 1158, and House Bill 3306. Both would require the media to publish or broadcast the reply of a party offended by a news story on the same space and with the same prominence as the offending report.

This provision is at the heart of the controversy over the right of reply bill. In practice, it is offensive to the freedom of the press and leads to its curtailment.

On closer examination, the bill amounts to a legalized censorship as pernicious as the many ruling of the press by totalitarian dictatorships. In effect, the bill constitutes prior restraint on the exercise of that freedom by editors in the selection of stories they publish or broadcast.

I am appalled from the opposition to the reform of the bills that would not freeze the legal point of view of its constitutionality. In that context, strong arguments can be mounted against the legislation.

I am referring to the 1974 decision of US Chief Justice Warren Earl Burger who said the choice of material to go into a newspaper, the decision made to arrange the contents of the paper, and the treatment of public issues and public officials—whether fair or unfair—constitute the exercise of editorial control and judgment. Concurring with the majority opinion, Justice Byron Raymond White emphatically held that a newspaper "is not a public utility obliged to carry 'reasonable' government regulation on matters affecting the exercise of editorial judgment as to what shall be printed. He said other print compulsion by government in matters going to the very nerve center of a newspaper—in the decision of what copy will or will not be included in a given edition—collides with the freedom of the press clause of the [US] constitution.

US jurisprudence on the freedom of the press has been extended and inspiration of Philippine Supreme Court decisions on the issue. From the outrage of the grossly operational consequences of the legislated right of reply, I can see the havoc it would wreak on the media industry. We are having a possible nightmare of disruptions in media operations.

First, let us examine how the framers of the law, under the bill, compel the media to publish their replies. These are parties "criticized by innuendo, suggestion, or manner for any lapse in behavior in private or public life." This provision unlocks the abuse to a flood of demands contesting the media into litigating grounds for all sorts of complaints stirred up from reports they have published or aired.

The bill appropriates, through legislative fiat, premium newspaper space to those demands for publication of replies on the same spot and same length as the offending story. This requirement is worse than media's dishing today's fishes. It destroys the media's choice of stories to use. In present editors from searching space pre-allocated to replies. It encroaches on their editorial judgments and independence, which are essential to free press. It replaces the quality of the stories and their appeal to readers with the question of whether they have substance or are full of nonsense. This puts in the same category idiotic and intelligent stories, a party that does not ensure fairness to offended parties.

The front page of a newspaper is so designed that it reflects the view of the world, as evaluated by editors learned to assess important stories. The notion of pre-allocated space, translated by legislators, distorts moral and political reality and editorial judgment. It replaces this empirical reality with an artificial construct built on replies of editors required to publish them.

It would be hard for editors to put our newspapers with these restrictions on choice and placement of stories. They don't have all the space to accommodate such replies, which tend to create their own cycles of endless replies. One reply leads to accept his replies, a process which makes it hard to accept his replies. Therefore Thursday's claim that his bill would expand freedom of the press. Freedom to publish of nonsense would be a better word for it.

The most obvious beneficiaries of the bill are the politicians, especially legislators, who can use the right of reply to settle scores with their political adversaries and enemies and to present and promote their own private interests. They are bound to become the foremost users of the right.

Among the members of the political class, legislators, with their privilege speeches, are ahead of other public officials in using newspaper and broadcast space. They need the right of reply more than businessmen, military men, bishops, and not any activists and bureaucrats. This is why Pimentel cannot claim his bill will expand press freedom.

Impressionistic evidence indicates that the privilege speech and parliamentary statements made under cover of legislative immunity are often the source of demands for the right of reply. Private citizens slandered and attacked by privilege speeches seldom seek redress in the media, because it does not help them. They have no use for the Pimentel bill. Reply to the media to privilege speeches can only invite retaliation from legislators shielded by parliamentary immunity.

Thus, the right of reply bill is another blindpoint legislators can use to reinforce their parliamentary immunity.

Treasure in my garbage

HIGH BLOOD
Linda D. Lazarro

"WHERE YOU STUMBLE, THERE LIES YOUR treasure."

To think I have wasted more than 50 years of my life marveling gems, illustrations and images—all those blessings of rebellious youth's hidden behind seemingly peaceful countenance.

Feb. 20, 2007, my birthday. I bought a well-publicized book as a gift for myself. I got so immersed in it (that I couldn't put the book down. I finished it in two days. And in two days, I felt my life was quite upside down. It was then, in those more than five decades of my life went and before my unbelieving eyes, making me feel naked. The author wrote, "Think of all the regrettable events that happened to you in the past, then think of the present. What are the results, and the present results of those negative?"

I began listing my earliest recollections of such painful event in my life, and then after a lot of soul-searching, I wrote down the positive effect of each of those negative experiences. It took me one week to do that. I was 50 years old then, and for the week of crying secretly in the dark. The tears were still there for me to pry open, and they were still painful.

And then, I began to see the astounding constants of each...

Negative event: When I was about 10 years old, my family died. We were nine children, the youngest only five months old. I was sent to the province to live with two spinster aunts who were total strangers to me. I was angry. I was afraid. I felt unloved, unwanted. I missed my family but I hated them for throwing me away like some dirty doll.

Positive effect: At a tender age, I could not be by my aunts. They gave me everything. I was sent to the leading university for my education. Growing up, life was comfortable. I lived in a big house. We had three helpers. I own had matching bags and shoes.

Negative event: After college graduation, I was "left on the shelf." I got back to the province, heartbroken. I had other plans. I wanted to stay in the city and to teach there, not in a God-forsaken small town school. But I couldn't say no to my aunts. I was so frustrated. I cried for so many nights, especially when I saw the school. It was beneath what I had in mind. I knew I had better opportunities in the city, my close mates being part of the best universities in the Philippines. I hadn't started my career yet, but there was already a feeling of demotion.

Positive effect: Two years after, I got married. I met my husband in that small town school. We have been married for 66 years now. I now think of that school with fondness. So many fresh and current reminds me of the wonders of young love. And I started to love living in our province.

Negative event: My children were 2, 4 and 6 years old when I got a call from a well-known university rate here away from our town. They were considering me a full-time faculty member. It was a great honor, definitely a plus in my career, but that meant leaving my three kids in the hands of our helpers the whole day. I just couldn't do it. I left so disorientated when I turned down the offer. The regrets and what ifs were there for so many years.

Positive effect: At a teacher's pay, I could not be by my sides. They gave me everything. I was sent to the leading university for my education. Growing up, life was comfortable. I lived in a big house. We had three helpers. I own had matching bags and shoes.

Negative event: When my oldest child was 10 years old, I gave birth prematurely to my fifth child. She was skinny and puny with only four months she died a few hours later. I was so depressed. I had anxiety attacks and palpitations. I took a six-month leave from teaching. I thought I would die young.

Positive effect: Because of my love then, I was able to attend a college reunion for the first time. I met a former classmate who told me about her years pre-school learned behind her house. Preschools were becoming the "in" thing then, and that gave me an idea. Pre also had a big yard behind our house. After 300 sleepless nights, "the new venture somehow saved me. I recovered from depression. My new baby, the Child Garden School, is now 20 years old!

And by the way, God gave me back my fifth child: a newborn baby girl was given to me for adoption when I was 49 and already a grandmother. I was in an accident a few months later. The baby girl was so dainty and pretty, with curly hair!

I stopped reading, and I turned my time and attention to the management of my school. Because I was in charge, the whole day, I was able to guide my children. I was also there when she needed. I had plenty of time to help them with their studies. Now, I have three doctors in my family. One daughter, a management graduate, is in Canada, and my youngest is now 25 and a high school student.

And so think that all those years, I knew only of my hidden treasures. I became angry at my parents for entrusting me to my relatives at the age of 10. I was also there when she needed. I had plenty of time to help them with their studies. Now, I have three doctors in my family. One daughter, a management graduate, is in Canada, and my youngest is now 25 and a high school student.

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So—over the "garbage" of your past, and look for the "treasures" that will help you find healing within and change your life completely.

Linda D. Lazarro, 70, wrote this essay for their recollections in connection with the UP-centennial celebration. He is happily serving her seminary work in the active promotion of Columbia City's rich cultural heritage.

A new consumerism

A NEW ORGANIZATION, CONSUMERS ACTION FOR DRUG prevention, was launched last Friday through the initiative of several health organizations, in coordination with professional groups (physicians, pharmacists) as well as community organizations, mainly from urban poor areas.

Consumers Action will initially tackle the issue of cheaper medicines, a choice that not only reflects the health background of the founders but also the premises of their community organizations. One of the members of the new coalition is an experienced health activist, Michael L. Tan, who used to work with health NGOs involved establishing linkages with the International Organization of Consumers Unions. We have had no lack of consumer groups, but the good ones have been short-lived. Let me take up some reminders in this regard, but I've been pushing for a new consumerism, one which I hope this new coalition will formulate.

I came up with seven points for this new consumerism, originally intended as challenges for Consumers Action. I've rearranged some of the points, combining others to come up with a three-point consumerism agenda for today:

Independent, political

First, a new consumerism must be independent of commercial interests. So many of the product reviews we see today in print media and the Internet are actually "sponsored" through free trips, free samples. No wonder the reviews tend to be glowing, with "negatives" relegated to the very superficial aspects, e.g., a limited range of colors in chosen items.

Second, a new consumerism must be political, not in the sense of being tied to politicians but of engaging in advocacy, i.e., pressuring for change in public policies and laws. "Political" too means an awareness of "political economy": Governing who are the consumers' opponents. Drugs in the Philippines are expensive partly because of the high cost of advertising and promotions, and partly because of the lack of true competition.

Third, the new consumerism must be multi-sectoral, which means building up multi-sectoral coalitions. Consumerism is not exclusive to the rights of indigenous communities, and even to prevention of cruelty to animals. Consumer education would need to provide information on all these issues.

I really fret about the growing class-based gap among NGOs. Right now we tend to see organizations clumped around two extremes: those with mostly or all middle-class support and those with mostly or all poor. Those who have moved up symposia and talk about appearances. On the other end, you have huge mass-based organizations that cannot quite get into mass media, even if they are able to mobilize for rallies and protest actions. A strong consumer organization will need to combine the two and walk this talk.

Fourth, the new consumerism must wake up issues that affect the majority of Filipinos. One problem I feel in many consumer organizations in other countries is that it takes on issues and products that are mainly for the upper classes. I still remember one of the first consumer magazines in the Philippines and a product review where they actually rated cars. Of course, I'm all for cars and owners of such cars, but I'm poor. I have to say I was quite frustrated, and disappointed by the work that was put in, but when you think about it now (including my awareness of the primacy of the labor over toilet paper in the Philippines), perhaps that kind of review shouldn't take too high a priority.

Access is a key issue in many ways. While the problem of form all classes, its adverse effects are directly correlated with income, i.e., the poorer the family, the greater the negative impact of the lack of access. Besides medicines, there are many similar consumer issues, with their terrible effects on the poor, waiting to be addressed. I mentioned cell phones, which create a huge problem in the form of electronic waste, usually being cheated with dubious offers, bad service, and high costs of calls and texts.

Fifth, the new consumerism must deal with essentials, with what's most needed. This is especially important with campaigns for pharmaceuticals. I would hope Consumers Action doesn't simply campaign for generics (I'm for this whenever), but I wouldn't mind seeing a campaign to challenge the claims made for the products. The World Health Organization has a list of essential medicines which governments should give priority to. "Essential" being medicines that are needed for the most common and serious health problems.

Anti-consumerism

Sixth, and this may sound ironic, the new consumerism must be "anti-consumerism." Traditional consumerism emphasizes getting more for your dollar (or peso), but the new consumerism will include many instances where "less is better." For example, cheaper medicines would be no people risking more unnecessary medicines unless the consumer groups campaign for the correct use of medicines. That might include not using medicines at all. Anti-cold remedies, for example, are not considered essential; they needlessly drain household budgets, even causing problems (for example, gastrointestinal) in the cold patient's system. Instead, when all else might be needed is paracetamol for the fever, lots of fluids, and adequate rest.

In other countries, the push now is for sustainable lifestyles, with a bias for products that do the least harm to the environment. That could interface with other considerations. For example, a preference for local goods would be not only native textiles but also fruits. Or, further to the point of the source of a particular product, the more ecological nature behind because of transportation and the consumption of fuels.)

Finally, a new consumerism must be ready to come up with alternative economic strategies tackling the supply side. With medicines, for example, we badly need cooperative-style or state-run or state-assisted pharmacies that can serve as "market intelligence" centers to give us what we should know when we can get low-cost, good-quality medicines. This might even mean looking overseas for supplies.

For other products, the new consumerism must encourage fair trade, helping consumers to link up directly with producers, for example, farmers for rice and other agricultural products, and with small- and medium-scale entrepreneurs.

Consumers Action for Empowerment is at 31 Examiner St., Sitio Triangle, Quezon City; with phone number 920-8309.

* * *

Email: mrcon@pacific.net.ph

Rizal's unfinished work

LOOKING BACK
Ambeth R. Ocampo

BAGASA FAS SPORTS. BASES ON THE HIGH temperatures we have had to endure the past few days, summer is officially here. We still have some strong, cool winds to make life pleasant but in the hour of the concrete jungle plus the emissions from cars, I dread to imagine what Holy Week will be like in April.

I know I should be reading devotional works since Ash Wednesday but I was drawn to the new fiction works of Marcelo H. del Pilar and Graciano Lopez-Jaena, and while searching for something timely, I ended up with a little known work by Jose Rizal that is highly recommended but Lenten reflection.

This unfinished, untitled and undated work is known under many names: "Fears and Filipinos," "The Divine Words" and "The Lord Goes on the Philippines." One of the Spanish titles assigned to it happens to be "Temores del señor a Filipinas" (Fears of the Lord to the Philippines) or the title by cunning native "Temoriños de una novela sacra, si" (The beginnings of a satirical novel). The original manuscript of this work is on the vault of the National Library. It was acquired from the Rizal family and Historian Father Pablo Pastells.

There are currently two manuscripts. One has about 35 folios or leaves of ruled paper, each measuring 21 x 29 cm in bound manuscript, and only 21 leaves have writing on them. The other manuscript is on loose sheets of the paper, and the treatment of public issues and public officials—whether fair or unfair—constitute the exercise of editorial control and judgment. Concurring with the majority opinion, Justice Byron Raymond White emphatically held that a newspaper "is not a public utility obliged to carry 'reasonable' government regulation on matters affecting the exercise of editorial judgment as to what shall be printed. He said other print compulsion by government in matters going to the very

ers, including Confucius and Buddha. He is told that the source of the problem happens to be "the rich" and that there is a protest called the Pope who declared himself God on earth. He is told to obey God issues the complaints to the Christian Church and summons Jesus Christ and St. Peter to explain how and why this state of affairs came about. But satisfied with their tailor-made explanations, God commands Jesus and Peter to return to the Philippines and lend support on the Philippines and there we called Jesus.

Rationally, both were not inclined to obey because the last time they were on earth they were both crucified. God assures them that this trip will not entail another round of suffering on the cross or anywhere else.

Before they could prepare for the trip, God hands the past back to earth. But because he has had pitching aim that day, Jesus and Peter do not land in Manila, but appear instead in Hong Kong.

There the two realize that they are not in Spain, they appear to have been overseas. Hong Kong seeming how? Someone arrives to them to talk to or talk to have only made. They inquire about the Philippines and how to get there. They are surprised and disappointed to find out that they need a passport and a visa from the Spanish consulate in Hong Kong to make the trip by steamer to the Philippines.

They arrange everything and eventually arrive in Manila. Both are in a hurry to get their report done and return to heaven, but things keep getting in the way. This time it is Carriona and Dimpatino in binoculars in the place formerly known as Arlacao (which has, after four centuries, been renamed Andres Soriano Street). The passengers are questioned, adding to their misadventures. Worse, Peter goes through customs without a problem, but a surly examiner asks Jesus to open his bag and presents it for inspection. Jesus starts to note all his observations in a pocket notebook for a report to God in heaven, but even this is taken from him and when his investigation proves to be in order, he is detained.

Naturally, Jesus complains about the shabby treatment he received and puts himself in subordination by the authorities. Peter manages to escape and runs to it outside the terminal, he puts send a message to Jesus as being interrogated. Another point he is now under obligation to escape detention. Peter realizes it was dangerous to do but can not have to leave the couch to rescue Jesus again.

Then Peter remembers that there is a statue of him in the Manila Cathedral and since the Pope and everyone else knew their authority till the way back to Rome, he looks confident that he will get help from the statue guards in the Manila Cathedral.

Unfortunately, the novel ends abruptly here, just when the action is supposed to begin.

This unfinished work is such a tease. It makes us wonder how Rizal would have developed the story. Some of the questions he would have asked, like why is large event in the empire of Philippine comes to be called Rizal times.

Could this have been the third novel after the "Noli" and the "Fili"? Was this something else? We will never know, but the death are so difficult to speculate on. Saying it is the only word I can find to describe this loss, but that is not to be true.

* * *

Comments are welcome at aocampo@pldtdsl.net.ph

No-El, another Edsa possible

PRESIDENT MACAPAGAL-ARROYO said the nation as it marked the 23rd anniversary of People Power I: "The world won't accept another Edsa."

Sorry, Madam President, the statement is self-serving. A desire means Edsa may occur and the world will understand wherever tyranny exists and governments deny the people the democratic processes.

Perhaps, Ms Arroyo meant that another Edsa will not happen to her administration. Obviously it will not, for two reasons. Firstly, the economic situation is so fragile and would be in great danger of collapse if the unstable political situation takes a notorious turn for the worse. And secondly, there is no one among the present crop of political leaders who has the moral ascendancy and unquestionable integrity to whom the people can restore the powers of a revolutionary government.

Thus, the democratic path of replacing the leaders in the 2010 elections is the preferred alternative. But then again, it does not mean that the proximity of the next election will discourage any attempt at another Edsa. Anything is possible under any extreme reserve, including no election in 2010.

—CESAR H. DE LOS REYES, cesdleyr@globelines.com.ph

Valerio family: victims, not culprits in brother's murder

SOLITA COLLAS-MONSOD'S (Feb. 23 column) was jubilant over the acquittal of Mila Valerio and maligned our family by making disparaging remarks about us here, to wit: (1) private complainant Loretta Joel can be jailed; (2) Tom (Mila's) is here . . . promptly moved into the Ati and Mila Valerio residence where she was interviewed," and (3) "his financially supported 14 other members of his family."

First, Loretta's petition for the cancellation of bail was dismissed by the Court of Appeals but was granted by the Supreme Court. So the lower court ignored the weight of facts contained in the high court's decision and proceeded with the trial by snuffling preponderant evidence. The mere fact that Hilda was sent back to jail speaks well of the merits of Loretta's petition.

Two, we did not "promptly" move into my brother Jun's house. Mila abandoned the home immediately after Jun's burial without telling us what her plans were. At that time, we did not even know she was party to the crime. My mother-in-law, who passed away nine days after Judge Teresa de la Torre Yadao had granted her decision, insisted on accompanying Jun's son Ivan, who left Davao in order to fulfill his father's wish that he take care of the home. We were duly bound to protect and preserve whatever our brother left behind in his distressed life.

Three, Jun has only 12 siblings. Our father passed away in 1995. Our eldest sister died of cancer in 1998. Including our mother, the number of family had only 13 members left. We do not know where the 14th member comes from, to be the financial support, some of us siblings were employed in companies/areas up by Jun; some may have even borrowed significant amounts from him. Most of us worked ourselves to the bones in private or government institutions to make ends meet. We definitely did not have ourselves into politics like the alleged freelancers in court and Mr Monsod made us appear.

What Mr Monsod cannot see beyond his blindfold is that whatever Jun was before he died was a product of his genes, his family, his education and his environment—some of which he may vowed to Mila. He married our brother after passing the bar and he became beholden to her afterwards, ignoring even the difficult times we were through, in order to keep his marriage intact. It is the same marriage that put him to death.

With his life snuffed out by murderous deeds, the family that turned Jun into what he was remains intact in our modern lives. But those who conspired to end his life and a big portion of that legal career must be made to pay the consequences. Some of them may earn temporary liberty but their conscience will never set them free. Without, after all, are what people make of their miserable lives.

Our brother was murdered. Everything that he worked for is now in the hands of his wife. We do not care about the alleged freelancers in court and Mr Monsod made us appear.

Jun is gone but his legacy lives. This being the case, Congress might as well stop making laws, otherwise the un-implemented laws will just continue to pile up and, worse, we will just be wasting a lot of money. (We all know it costs millions of pesos to pass a single bill in Congress.)

—BELLE E. BORTEL, MBA, Ferry, Mabinglig, Marikina City

Medicines still expensive despite Cheaper Medicines Act

THE CHEAPER MEDICINES BILL was signed into law by President Macapagal-Arroyo last June 2008. Eight months have passed since then and the cost of the medicines that we regularly buy as "maintenance" to keep ourselves "alive" on earth have remained the same, i.e., "unaffordable" as "ever" (still very expensive).

The big question is: When will this law be finally implemented? Will this law deliver the said promise of many other laws that have come and gone before it, "making your life more pieces of papers and creating false hopes among our people?

It is indeed very sad to admit that the executive branch of government has gained notoriety for the non-implementation of many laws.

Thus, the democratic path of replacing the leaders in the 2010 elections is the preferred alternative. But then again, it does not mean that the proximity of the next election will discourage any attempt at another Edsa. Anything is possible under any extreme reserve, including no election in 2010.

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—BELLE E. BORTEL, MBA, Ferry, Mabinglig, Marikina City

LETTERS

Security guards issue urgent plea

THERE ARE, MORE OR LESS, 180,000 of us, security guards, here in Davao City and we would like to make the following request/appeal to concerned offices/persons:

1. Amend the effectivity period of the security license of guards/officers from two to three years.

2. Make available to security guards and officers a "Study Now and Pay Later (Plan)" for the Training Center on Certified Security and Management Specialist.

This is our cruel plight:

• The training course for the renewal of our security license is P18,000, and this does cover our fees, meals, dormitory, on the other hand, the driver's license a good for three years and drivers no longer have to undergo training to renew it. Drivers have only to pay a minimal amount for a non-driver's license.

• We render duty for 12 hours, including Saturday, Sunday and holidays.

• We have kids who have to go to school and we have to give them baonlor fare and school projects.

• Around 37 percent of us do not own, and we just renting, the house we are living in.

• We have no medical services group, and we render duty during bad days and to cold nights.

• We can't avail ourselves of sick leave and vacation leave benefits.

• Ours is a "no work, no pay" occupation.

• The prices of basic commodities like rice, sardines, bread, noodles have gone up, so have the prices of LPG and medicines.

• Our job is to protect lives and properties; it comes with many risks.

• The minimum fare is P7 for the first four kilometers.

Please help us and have mercy.

—RODOLFO L. GOMEZ JR., RCG Security Guard Training Academy, Davao City

Soriquez denies influence in biddings

THE REFERRED TO THE WOMEN item titled "WB witnesses turned" which quoted a commentor as saying, "the report noted that then Public Works Secretary Rafaelito Soriquez exercises a very large influence on the schemes and excesses from contractors." (Business, 27 Feb 09) This accusation is not true and is merely a product of imagination meant to dishonor my name.

First of all, I never interfered in the collegial deliberations of the Bids and Awards Committee (BAC). It was only when I needed to clarify things that I asked questions.

I cannot remember any of the ministry and congressmen implicated in the alleged collusion in the bidding of WSMP-1 projects requesting a meeting with me. In fact, only members of the BAC time making appointments with me because I did not want to waste my time on issues that could be resolved at the level of undersecretaries. I would entertain requests for meetings only if there was a problem in the implementation of a project that I knew I could help resolve immediately with the concerned officials.

I do not know Hizuka. All I know is that Hizuka Construction was the lowest bidder in the first bidding of one of the WSMP projects in Baguio. But during the post-qualification stage of the bidding, the BAC recommended its disqualification in their Secretary Ginoot Bautista, stating because of misrepresentations, tailors and the use of spurious documents.

It was Hizuka Consultant Executive Engineering International, also a Japanese firm, that evaluated Hizuka's tender documents. Even Hizuka's bid security was false. The Japanese Embassy in Manila would not authenticate Hizuka's documentation. Therefore, the award was given to the next lowest bidder, the World Bank was informed about the disqualification during the time of Secretary Bayani Fernando. It was during my time that BAC's recommendation to blacklist Hizuka in connection with DPWH biddings was approved.

The bidding process of eight DRAMP-1 projects was started during the time of Secretary Gregorio Vigilar in 2008. The WB rejection of the awards for two projects, which include the Baguio project, was communicated in DPWH during my time on April 30, 2008, the day I became secretary. I immediately scheduled four BAC meetings on May 9 and 13 and on June 5 and 6 that year.

The BAC recommended the formation of a separate team to investigate the alleged collusion in the two projects. The investigating team, headed by the director of the Internal Audit Service, concluded on June 25, 2008 that "The Hizuka perceived suspicion of collusion arising exclusively from the high prices could not be established without collusion to circumvent proof."

It also recommended the awarding of one of the two projects but it was opposed by WB. The two projects were re-bid on May 6, 2009, but WB again rejected the winners, as it did with the result of the third bidding done during Secretary Hermogenes Ebdane's time in 2008. Ebdane had to implement the projects using local funds.

—FLORENTE SORIQUEZ, former public works secretary

If you have any complaints, grievances or suggestions about the treatment of news and photos by the Inquirer, you may write to the Readers' Advocate, Philippine Daily Inquirer, Chino Roces Avenue, corner Yague and Blumentritt Streets, City of Makati or send a fax to 896-6793, 897-4794, or e-mail readersadvocate@inquirer.com.ph.

Writers of letters to the editor are requested to include their complete address and telephone or pager number or cellular phone for verification purposes. The Inquirer will not publish any letter unless such information is supplied.

Across the NATION
Assistant Editor Tony Bergonia

GMA order prompts action vs 'jueteng'

CITY OF SAN FERNANDO—THE ACTING POLICE director in Pampanga on Wednesday said he has started fielding intelligence teams to verify the existence of the illegal numbers game "jueteng" in the province.

Senior Supt. Gil Lebin Jr. said he would also coordinate with Senior Supt. Gary Ong, the Small Town Lottery (STL) agent in Pampanga, to find out if its operations are affected or all be jueteng.

So far, Ilocos are what the provincial police have undertaken a day after President Macapagal-Arroyo ordered the Department of Interior and Local Government and the Philippine National Police to "stop anything illegal in Pampanga."

In the rally her supporters staged at the Clark Freeport on Tuesday Mr Aurora said her administration was "obligated" to continue the campaign against illegal gambling because past administrations had failed to stop it.

But order came a week after Gov. Eddie Panlilio reported rampant jueteng operations in the province as he complained about the inaction of the DILG and PNP-related that laws in the course of his 18 requests to get a provincial police director who could help him in the campaign to eliminate jueteng.

It has problematic because the government's STL list have providing a legal cover for the illegal numbers game, Panlilio said.

Aside from ordering authorities to enforce the law, Ms Arroyo also asked police and local officials to stop illegal gambling and lobby non-members.

Chief Supt. Jesse Rilo de la Cruz, Central Luzon police director, did not order any raids against jueteng on Wednesday.

"My orders are standing since I assumed office: Campaign against illegal gambling," Lebin said, when asked why no operations were launched following the President's order.

Benoit Ribet, DILG regional director, said the agency's overseeing of illegal gambling has been ongoing because of an order by Interior Secretary Ronaldo Puno.

Pampanga Secretary Bishop Pablo Virgilio David said it could be natural by Lebin last week already spoke so much of what he can-not do.

"Ilocos ka rito (Does it exist here)?" was Lebin's reply when asked here he would deal with jueteng.

Interviewed online from Cambodia, where he is attending a workshop, Panlilio said: "I like to believe that the President is sincere, not like when [Interior] Puno said that there is only STL operations and not jueteng in Pampanga."

"When she gave the order for her men to stop jueteng, by implication she admitted the presence of jueteng," he said. Ronalin Dizon, Inquirer Central Luzon

Planters fear shortage of sugar as yield drops

By Carla P Gomez
Inquirer Visayas

BACOLOD CITY—SUGAR planters expressed concern over a possible sugar shortage as production for this crop year dropped 2 percent from last year.

Philippine sugar production has dropped by 20 to 25 percent this crop year, not 17.3 percent as estimated by the Sugar Regulatory Administration (SRA), according to Enrique Rubio, president of the National Federation of Sugarcane Planters.

The industry is faced with a scenario where production might be barely enough for domestic consumption, Rubio warned yesterday.

"We might be constrained to import sugar at the time part of this crop year," Rubio said in a letter to Sugar Regulatory Administrator Rafael Coscolluela.

Many plantations would have to cut sugar producers, Rubio said his group would instead suggest the early anti-local monopoly of Philippine sugar trading to improve goods.

22 cops test positive for drugs a year, says PNP

BACOLOD CITY—AT LEAST 216 policemen have tested positive for illegal drugs in the past 10 years, said Deputy General Assistance Ivenson, Philippine National Police chief.

Citing PNP records, Versoza said an average of 22 policemen yearly test found positive for use of illegal drugs, mostly shabu (methamphetamine hydrochloride) and marijuana.

He said the PNP discovered this problem through random drug tests conducted by the organization among policemen since 1999.

"We only have been hard work to launch the PNP's integrated transformation program (ITP), a road map for reforms in the police organization. The ITP aims to make it capable the economic and welfare of policemen.

Chief Supt. Eleazar Buenaventura, PNP spokesperson, said of the 216 personnel found positive for drug use, 83 were dismissed, 24 were suspended, and two went on absence without official leave. Five resigned from the PNP while others had been put into rehabilitation programs.

He said 12 policemen were found positive in the PNP's random drug testing last year.

Buenaventura said most of those testing policemen explained that they had to use drugs as part of their undercover operations.

"Most of those who tested positive for drugs are those who were undercover agents," he said. They had to do it to members of drug syndicates would not suspect them to be members of the PNP," he said.

He said Senator has ordered PNP personnel involved in police operations to avoid using illegal drugs. Dyanne Gilkes, Inquirer Northern Luzon

Republic of the Philippines
PROVINCE OF MISAMIS OCCIDENTAL
BIDS AND AWARDS COMMITTEE
Capitol, Oroquieta City

INVITATION FOR BIDS

The Provincial Government of Misamis Occidental, through its BAC and Awards Committee (BAC), invites interested bidders to apply for eligibility and submit offer/s to bid for:

10 length PE Pipes 100 mm diameter x 6m (DRY) (SCAL - PN10 - 12700_ABC - Php 4,319,924.20

Note: The suppliers are required to provide a Ball Valves Machine of Public Works and Stewardship without cost for sole exposing the PE Pipes.

Bids that exceed the total ABC shall be rejected

Bidding documents shall be available only to qualified bidders as determined by the BAC at the BAC Secretariat, Provincial Capitol Office, Capitol Annex Building, Oroquieta City, starting 20 February 2009.

Issuance of bidding documents requires the payment of non-refundable amount of Two Thousand Five Hundred Pesos (₱2,500.00) payable to the Provincial Treasurer Misamis Occidental.

Assignment quotes (FOB) shall be done at the BAC Room, Provincial General Services Office, Capitol Annex Building, Oroquieta City, on 27 February 2009, 9:00 am.

Bidding shall be conducted in accordance with the procedures prescribed under the Implementing Rules and Regulations of R.A. 9184 otherwise known as "The Government Procurement Reform Act."

BAC Activities	Schedules
1. Pre-Bid Conference	13 March 2009 1:30 P.M.
2. Submission of Bid Documents	15-20 March 2009
3. Receipt and Opening of Bids	27 March 2009 1:30 P.M.

The Provincial Government of Misamis Occidental/BAC reserves the right to accept or reject any or all bids, to annul the bidding process, declare failure of bidding, or suspend, prior to contract and/or award without thereby incurring any liability to the affected parties.

(Sgd.) ROSARIO N. J. OSONG
Chairman

INVITATION TO BID

DUMING ELECTRIC COOPERATIVE, INC. (DUMELCO), in compliance with the Electric Power Industry Reform Act (EPIRA), Guidelines for Mandatory Unbundling of Rates and Implementation of Retail Competition (Retail Rules), which took effect on May 8, 2004, invites potential Electric Cooperative, Distribution Companies, Distribution Utility, Renewable Energy, to apply for eligibility and to bid for the supply of 30MW and 5 MW of contestable load in the aforementioned franchise capacity, on 60Hz, 69Kv, 3 phase, power, commencing July 2009. DUMELCO shall sign a Bilateral Contract with the selected bidder/s.

Bidding will be conducted through competitive bidding procedures and is open to all qualified parties that are interested to participate in the Philippine electricity competition as Supply Service. Interested Bidders shall comply with the following Accreditation Requirements and submit Letter of Intent to the Bids and Awards Committee (BAC) Chairman:

A. Company Profile	D. Latest Income Tax Return/ITR
B. Business Registration	E. List of Power Supply Contracts
C. Business Permit	F. Audited Financial Statement
G. Bidder's Certificate	H. Annual Financial Statement

Accredited Bidders shall secure the Bidding Documents during the Pre-Bid Conference from:

THE PRESIDING AND AWARDS COMMITTEE
DUMING ELECTRIC COOPERATIVE, INC.
Aurora Road, Ilihan, Iloilo City
Telefax No. 033-329-1572 / 329-1573
E-mail: dumelco@yahoo.com

Issuance of Invitation to Bid (Accreditation/Bid)	February 27, 2009 - February 27, 2009
Deadline for submission of Letter of Intent to Bid	March 2, 2009
Pre-Bid Conference	March 3 to March 10, 2009
Post-Bid Conference	March 11, 2009 (8:30 A.M.)
Opening of Bids/ Bidding	March 24, 2009 (8:30 A.M.)
Opening of Accreditation Documents (Registration and Bids) received	

Cost of Bidding Documents non-refundable: Php 10,000.00

DUMELCO reserves the right to reject any/all bid without any reason, waive any irregularity therein, declare projects/ bids unsuccessful for the corporation and assumes no obligation to compensate or reasonably any bidder for expenses of bidder that may be incurred in the preparation of his bid. Does it guarantee that an award will be made.

(Sgd.) FIDEL V. RAGUIN
DEC General Manager

PHILIPPINE DEPOSIT INSURANCE CORPORATION

NOTICE TO DEPOSITORS

1. The Philippine Deposit Insurance Corporation (PDIC) will conduct its **Initial Claims Servicing Operations** at the sites and on the dates indicated in the following schedule, Monday to Friday, during office hours, to depositors of the following closed banks who maintained **regular savings accounts with deposit balances of P100,000.00 and below as of bank closure:**

Name of Bank	Deposit Site	Deposit Period
1. Rural Bank of Pandacan, Inc.		
C.O. - Pandacan	Rizal Pawnshop Inc. Pandacan Branch Unit 1052 Jose Abad Santos Pandacan City	Feb. 10 - Mar. 6, 2009
Las Piñas	Ma.Fe. Bldg. Talon II Las Piñas City	Feb. 10 - Mar. 6, 2009
Malabon	C. Rodriguez Ave. Bldg. Concepcion, Malabon City	Feb. 10 - Mar. 6, 2009
Pasay	Unit 1, Ground Floor, Condominium 3B Gaisano Grand Mall, Taft Ave., Pasay City	Feb. 10 - Mar. 6, 2009
Valenzuela	Commercial Spaces, Sugi Apartment, Malinta, Dist. Valenzuela City	Feb. 10 - Mar. 6, 2009
	Ground Flr. San Juan Municipal	
2. Rural Bank of San Jose, Inc.		
San Jose	Ground Flr. San Juan Municipal	Feb. 10 - Mar. 6, 2009
3. Phil-Am Rural Bank, Inc.		
C.O. - Sampaloc	2 Apacible St. cor. Dr. Lazcano Ave., Sampaloc, Manila, Metro Manila	Feb. 10 - Mar. 6, 2009
Pasay	Lot No. 7, Dr. Antonio Arts 1, Libertad Bldg., Pasay City	Feb. 10 - Mar. 6, 2009
Concepcion	Lower Floor, A. Pimentel Sr. Bldg., Concepcion, Marikina City	Feb. 10 - Mar. 6, 2009
Tagaytay	Unit 2, Ground Floor, C.P. G. Arcade Bldg., Tagaytay City, Cavite	Feb. 10 - Mar. 6, 2009
4. Rural Bank of Bula (Negros Occidental), Inc.		
C.O. & Bulan Office - Bula	Poblacion, Bacolod, Negros Occidental	Feb. 10 - Mar. 6, 2009
Bulan	City of Bulan, Sorsogon	Feb. 10 - Mar. 6, 2009
Naga	Naga City, Camarines Sur	Feb. 10 - Mar. 6, 2009
5. Bank of San Jose (Nueva Ecija) Inc. (formerly Philippine Bank, Inc.)		
C.O. - Cabanatuan	Poblacion, Cabanatuan City, Nueva Ecija	Feb. 10 - Mar. 6, 2009
Guimba	Poblacion, Guimba, Nueva Ecija	Feb. 10 - Mar. 6, 2009
Talavera	Poblacion, Talavera, Nueva Ecija	Feb. 10 - Mar. 6, 2009
6. First Interstate Rural Bank (Pangasinan Agno), Inc.		
C.O. - Lingayen	Poblacion, Lingayen, Pangasinan	Feb. 10 - Mar. 6, 2009
Urdaneta	M. L. Tuason St. cor. Dr. Gonzalez St., Urdaneta, Pangasinan	Feb. 10 - Mar. 6, 2009
Dagupan	Perez Blvd., Poblacion, Dagupan	Feb. 10 - Mar. 6, 2009

Olongapo	Unit 1, F. V. Hardware Bldg., Olongapo City	Feb. 10 - Mar. 6, 2009
Makati	Ground Flr. Topaz Building, Gen. Luna St., Makati City	Feb. 10 - Mar. 6, 2009
Pasig	Ortigas Ave., Pasig City	Feb. 10 - Mar. 6, 2009
7. Philippine Countryside Rural Bank (Gen. Santos), Inc.		
Koronadal City - Administration Bldg.	Koronadal City, Province of South Cotabato	Feb. 10 - Mar. 6, 2009
Isulan - Main	Poblacion, Isulan, Sultan Kudarat	Feb. 10 - Mar. 6, 2009
Marbel	Ground Flr. Lagao Bldg., Gen. Santos City	Feb. 10 - Mar. 6, 2009
Tupi	Poblacion, Tupi, South Cotabato	Feb. 10 - Mar. 6, 2009
Tulunan	Poblacion, Tulunan, North Cotabato	Feb. 10 - Mar. 6, 2009
Surallah	Surallah, South Cotabato	Feb. 10 - Mar. 6, 2009
Polomolok	Polomolok, South Cotabato	Feb. 10 - Mar. 6, 2009
Tacurong	Tacurong, Sultan Kudarat	Feb. 10 - Mar. 6, 2009
8. Rural Bank (Mansilingan) of Negros Occidental, Inc.		
Mansilingan	Lot 6-A-2-B-1, Mansilingan, Bacolod, Negros Occidental	Feb. 10 - Mar. 6, 2009
Talisay City	Talisay City, Negros Occidental	Feb. 10 - Mar. 6, 2009
Victorias - Libertad	Libertad, Victorias City, Negros Occidental	Feb. 10 - Mar. 6, 2009
Sta. Rosa - Calumpang	Sta. Rosa Subdivision, Calumpang, Bacolod City, Negros Occidental	Feb. 10 - Mar. 6, 2009
Sta. Rosa - Tabunan	Sta. Rosa Subdivision, Tabunan, Bacolod City, Negros Occidental	Feb. 10 - Mar. 6, 2009
Sta. Rosa - Mansilingan	Sta. Rosa Subdivision, Mansilingan, Bacolod City, Negros Occidental	Feb. 10 - Mar. 6, 2009
Sta. Rosa - Talisay	Sta. Rosa Subdivision, Talisay City, Negros Occidental	Feb. 10 - Mar. 6, 2009
Sta. Rosa - Victorias	Sta. Rosa Subdivision, Victorias City, Negros Occidental	Feb. 10 - Mar. 6, 2009
Sta. Rosa - Bacolod	Sta. Rosa Subdivision, Bacolod City, Negros Occidental	Feb. 10 - Mar. 6, 2009
Sta. Rosa - Silay	Sta. Rosa Subdivision, Silay City, Negros Occidental	Feb. 10 - Mar. 6, 2009
Sta. Rosa - Cadiz	Sta. Rosa Subdivision, Cadiz City, Negros Occidental	Feb. 10 - Mar. 6, 2009
Sta. Rosa - Escalante	Sta. Rosa Subdivision, Escalante City, Negros Occidental	Feb. 10 - Mar. 6, 2009
9. Rural Bank (Sta. Barbara), Inc.		
C.O. - Sta. Barbara	Poblacion, Sta. Barbara, Pangasinan	Feb. 10 - Mar. 6, 2009
Binalonan	Poblacion, Binalonan, Pangasinan	Feb. 10 - Mar. 6, 2009
Urdaneta	Poblacion, Urdaneta City, Pangasinan	Feb. 10 - Mar. 6, 2009
10. Rural Bank, Inc. (Cabuyao)		
C.O. - Cabuyao	Poblacion, Cabuyao, Laguna	Feb. 10 - Mar. 6, 2009
Calamba	Calamba Medical Center, Real St., Calamba, Laguna	Feb. 10 - Mar. 6, 2009
San Pablo	Rizal Ave. cor. Del Pilar St., San Pablo City	Feb. 10 - Mar. 6, 2009
San Antonio - San Pedro	Poblacion, San Pedro, Laguna	Feb. 10 - Mar. 6, 2009
Los Baños	Batong Malake, Los Baños, Laguna	Feb. 10 - Mar. 6, 2009
11. San Pablo City Development Bank		
C.O. & Bonifacio Drive - San Pablo	Cor. Bonifacio Drive and Rizal Ave., San Pablo City, Laguna	Feb. 10 - Mar. 6, 2009
12. Nation Bank, Inc. (A Rural Bank)		
C.O. - Bacolod	Lacson Extension St. cor. Burgos St., Bacolod City, Negros Occidental	Feb. 10 - Mar. 6, 2009
Pototan	San Miguel St., Brgy. Poblacion, Pototan, Iloilo	Feb. 10 - Mar. 6, 2009
San Antonio - San Pedro	Poblacion, San Pedro, Laguna	Feb. 10 - Mar. 6, 2009
Los Baños	Batong Malake, Los Baños, Laguna	Feb. 10 - Mar. 6, 2009

2. DISTRIBUTION OF NUMBERED CLAIM FORMS to depositors who have deposit balances as of bank closure amounting to P100,000.00 and below, as indicated in the schedule above, shall commence on March 2, 2009 at the respective premises of bank branches. Depositors are advised to:

a. present original savings passbook to the PDIC representative;

b. fill claims before the PDIC Claims Personnel applicants on the spot; processes on the day of their respective appointment date;

c. refer to the appointment date posted at the bank premises. Appointment dates corresponds to the number indicated on the claims stub.

IMPORTANT: PDIC Claim Forms are subscribed of charge.

3. DISTRIBUTION OF NUMBERED CLAIM FORMS to the following types of deposit accounts will be announced as soon as the examination of deposit liabilities is completed. Depositors will be advised of the announcement/ schedule of the closed banks and of the PDIC website at www.pdic.gov.ph:

a. regular savings accounts with deposit balances of above P100,000.00;

b. time deposits;

c. trust accounts;

d. special savings deposits.

4. General guidelines on the filing of claims for deposit insurance:

a. **PERSONAL APPEARANCE** shall be required of fully depositors. Subject to additional requirements, personal appearance may be dispensed with only in the following cases under Section 22:

(1) below seven (7) years old;

(2) senior citizens;

(3) physically incapacitated or permanently separated, before the PDIC Claims Personnel duly authorized (Special Attorney-in-Fact, Guardian, Relative) or notarized (Deed of Assignment).

b. The following **REQUIREMENTS** are considered when filing claims on the appointment date:

(1) **DULY ACCOMPLISHED CLAIM FORM** (computer written or hand-written, given in yellow copies);

(2) **ORIGINAL EVIDENCE OF DEPOSIT SUCH AS SAVINGS PASSBOOK, CERTIFICATE OF TIME DEPOSIT OR BANK STATEMENT INCLUDING UNUSED CHECKS.**

For joint accounts, both depositors must personally appear to sign/authenticate every copies as there are signatories to the account.

(3) **ORIGINAL AND PHOTOCOPY OF TWO (2) VALID IDENTIFICATION DOCUMENTS** (IDs) with signatures, one of which should contain a photograph of the depositor, such as Driver's License, Passport, SSS/GSIS ID, Senior Citizen's ID, Passport, PRC ID, OWWA/OFW ID, Alumni's ID, Alien Certification of Registration ID, Voter's ID, Company's School ID, Postal ID, Title, Professional, Voter's Registration Receipt.

(4) **COPY OF THE BIRTH CERTIFICATE DULY CERTIFIED BY THE NATIONAL STATISTICS OFFICE OR THE LOCAL CIVIL REGISTRAR** for depositors below eighteen (18) years old.

Other documents or information, including, but not limited to, Affidavit of Ownership/Circumstances or any forms/ type of which may be obtained from the PDIC Claims Personnel may be requested by the PDIC Claims Personnel to establish the identity of the depositor, the source and amount of deposit and the validity of the claim.

5. Payment shall be made on cash claims and with complete documentation.

6. Depositors with Claim Forms but **with no appointment date** must wait for an announcement on additional schedules of appointment dates. The announcement will be posted at the respective banking premises.

IMPORTANT REMINDERS:

1. **There are NO fees collected by PDIC for the processing of payment of all deposit insurance claims. PDIC Claim Forms, the filing of claims and disbursements are given free of charge.**
2. **The public is advised to transact only with authorized PDIC representatives stationed at the bank premises.**

PHILIPPINE DEPOSIT INSURANCE CORPORATION

February 11-13 & 27, 2009

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CEBU PACIFIC AIR.COM

Exec says UN bridge, not source, of funds

CUYAPO CITY—A VISITING United Nations official on Wednesday clarified that the international body has no funds for humanitarian assistance.

Andrew Macleod, head of the three-man UN humanitarian mission that visited Maguindanao, issued the statement amid talk from government officials for the UN to increase aid to residents displaced by fighting between Moro guerrillas and government soldiers.

Glenn Rabonza, civil-defense administrator, said Philippine officials were asking the UN to step up aid for those in the evacuation centers and for the rehabilitation of return areas.

"The UN is the one of our partners in this humanitarian endeavor and I want that it cooperates with our plans by extending to us whatever assistance it can share, especially the funding aid that are badly need," Rabonza said.

But Macleod said the UN only serves as a bridge between those in need and those who have the resources.

"It only serves as facilitator as a bridge between a government in need of humanitarian assistance and foreign donor countries that have the cash," he said.

Macleod cited the government's rehabilitation efforts in Aleosan, North Cotabato, where returning residents were being assisted by the team under the province.

"These things must be embedded in the plan and properly categorized, whether temporary or permanent resettlement areas," he said.

Macleod said if the plan is good, the UN will approve and endorse it for funding by the international community.

Macleod maintained that there was a need to push for the establishment of an ideal community for resettled residents so they can have a brighter future of educational advancement and economic development.

He said development, in many cases, should start from the bottom up and efforts should come from the poor themselves.

Many residents displaced in August by the series of clashes between government soldiers and Moro Islamic Liberation Front (MILF) rebels have started to resettle in areas deemed safe by officials.

In Datu Piang, Maguindanao, for example, the local government said it was willing to convert a two-hectare public land, located at the town proper, into a resettlement area.

"This could accommodate some 200 core shelters, complete with a living room, two bedrooms, dining room and toilets at the cost of ₱50,000 each," Bai Sandra Ibrasi, social services secretary for the Autonomous Region in Muslim Mindanao, said.

She expressed hope that the UN can help refugees build their dream homes while they are in the stage of recovery from the trauma they suffered in the armed conflict. Claudette C. Solmoc, Inquirer Mindanao

1,000 Davao Sur villagers rally against NPA presence

SIN. CRUZ, DAVAO del Sur—Some 1,000 residents of this town took to the streets on Wednesday to protest the continued presence of New People's Army (NPA) rebels in hinterland villages here.

Some areas of this town were tagged as Red zone by the police because of the alleged heavy presence of the rebels.

Among those who joined the protest that involved students, fishermen and farmers was Adda Verda, who was seen carrying her 5-year-old grandson while marching.

Verda later told the Inquirer that she wants to live in peace which is only possible if the rebels would leave them alone.

She said recently, her family was caught in the crossfire when NPA rebels, who attacked their village of Dimoro, exchanged fire with soldiers.

Verda said villagers always live in fear because of the continued presence of the rebels.

"Our occupation is really difficult. We are affected," she said.

Mayor Joel Hay Lopez said residents of the town have had enough of the rebels already and that the protest—which was timed during the commemoration of People Power I—was aimed at relaying the message to the rebels that "they have no space here anymore."

ARMED CAN soldiers raise Filipino troops-in-jarmidan, Cagsa in exercises that ended Feb. 29. The exercises were made a target by the NPA but no arrests came.

Lopez also said the protest was meant to show that residents of the town were not taking the violence sitting against the rebels.

The NPA earlier said the military was behind the revival of anti-communist movements here and in other parts of the province.

Col. Sandres Ibarra, commander of the Army's 39th Infantry Battalion, has admitted that the military was behind helping townspeople civilian opposition against the rebels.

But Ibarra said they were not instigating or forcing residents to rise up against the NPA.

He said the military-led Barangay Initiative Session, which is akin to the Alex Blanc of the 1980s, was a take-off from a purely civilian effort.

"We do not organize in areas where it is not welcome," he said. Orlando B. Dinoy, Inquirer Mindanao

DENR, NGO start tearing down Banahaw structures

LUCENA CITY—GOVERNMENT AGENTS and members of an environmental group started demolishing structures in Mt. Banahaw on Wednesday.

Lieutenant Melchor Lucio, chief of Tinggal Kalikasan-Southern Tagalog, a nongovernment environmental group, said the team trekked to the mountain village of Ilaya in Brgy. Lusacan, Dolores, and started tearing down unauthorized structures.

"One thing is clear: they are not supposed to be there because it's illegal," said De Leon.

"We only want to send a strong message to violators, especially during Lenten season, that environmental protection is now a serious business of the government."

He said the team would tear down more than 10 illegal structures inside Mt. Banahaw but a village chieftain appealed for more time for the constructions to meet code criteria.

"We will surely be back and continue the demolition in adherence to what the law dictates," said De Leon.

In November, government authorities with the help of Tinggal Kalikasan staff members and Army soldiers worked at least 30 caretakers, mostly members of religious sects, to leave the area.

The government has ordered 599 Banahaw closed to human activity until March 9.

The Protected Area Management Board (PAMB) decided to seal off the mountain until 2012, however.

In 2004, the PAMB installed barbed wire fences around several trails leading to the heaven of Banahaw to erect a five-year rehabilitation program.

As a result of the closure, wildlife animal and plant species returned to Banahaw and nearby Mt. Cristobal.

PAMB monitoring team also noted the return of fresh water in several mountain falls and the regrowth of thick vegetation.

Banahaw, considered by many believers as a spiritual mountain, straddles Lucban, Tayabas, Sariaya, Candelaria and Dolores towns in Quezon and parts of Rizal, Nagcarlan, Liliw and Majayjay towns and San Pablo City in Laguna province.

The mountain was declared a protected area in June 2003. Delfin C. Mallari Jr., Inquirer Southern Luzon

"One thing is clear—they are not supposed to be there because it's illegal..."

2009 calendar of events

ASIAN KENNEL CLUB UNION OF THE PHILIPPINES, INC.
DOG SHOWS * COMMUNITY & RESPONSIBLE PET OWNERSHIP ACTIVITIES

MONTH - DAY	EVENT	VENUE	TIME
February 28	All-Breeds Dog Show	The Pavilion's Village	9:00A.M. Onwards
March 1	All-Breeds Dog Show	The Pavilion's Village	9:00A.M. Onwards
March 14	All-Breeds Dog Show American Cocker Spaniel Club	The Pavilion's Village	9:00A.M. Onwards
March 21	All-Breeds Dog Show	The Pavilion's Village	9:00A.M. Onwards
March 28-29	All-Breeds Dog Show Siberian Husky Club	The Pavilion's Village	9:00A.M. Onwards
April 4	Toy Club All - Breeds Dog Show	The Pavilion's Village	9:00A.M. Onwards
April 5-6	"ADD'OO PAHAL KO" (Rabies Vaccination Days)	pre Clubs per Barangay	8:00A.M. Onwards
April 25-26	All-Breeds Dog Show	The Pavilion's Village	9:00A.M. Onwards
May 30-31	All-Breeds Dog Show	The Pavilion's Village	9:00A.M. Onwards
June 27-28	All-Breeds Dog Show	The Pavilion's Village	9:00A.M. Onwards
July 25-26	All-Breeds Dog Show	The Pavilion's Village	9:00A.M. Onwards
August 1-6	"MY BEAUTIFUL PET"	The Pavilion Village	8:00A.M. Onwards
August 29-30	All-Breeds Dog Show	The Pavilion's Village	9:00A.M. Onwards
September 26-27	All-Breeds Dog Show	The Pavilion's Village	9:00A.M. Onwards
October 4	Pet Blessing	The Pavilion's Village	9:00A.M. Onwards
October 24-25	All-Breeds Dog Show	The Pavilion's Village	9:00A.M. Onwards
November 28-29	All-Breeds Dog Show	The Pavilion's Village	9:00A.M. Onwards
December 5-6	1st INTERNATIONAL PHILIPPINE OPEN (Canine Master's Cup Show)		9:00A.M. Onwards
December 10	"Araw ni Bantay at Tagpi"	The Pavilion Village	8:00A.M. Onwards

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Kennel Club Union of Asia
Kennel Club of Japan

4th
KAZUMARI **mikuni**
International All Breed Judge
Kennel Club Union of Asia
Kennel Club of Japan

Many thanks to the people who have walked with us during the trying times of planning and preparing for our first ever dog shows.We are forever grateful to these people who took time to grace this colorful and historic event. Our guests, our avid supporters and well-wishers, PCCI past presidents Mr. Bobby Tiausi, Prof. Cheche De Vega, Mr. Ed Cruz and Ms. Penny Chan; Atty. Jose Aguirre Sibal, Chairman of the Board, German Shepherd Dog Federation; former Senator Anna Dominique Coseteng and family; (Ret.) Col. Ricardo Mandoza, founder, PCCI; Mr. Rene Aguirre, founding president, Bulacan K-9 Club; Mr. Sunday Aris, president, NL-GSDA; Mr. Jay Tan, president, Beagle Fanciers Club of the Phils.; Mr. Gilbert Lay of the Philippine Stock Exchange Commissioner; Ms. Irene Tan-Lay of Fortune Tobacco Corp.; Atty. Alex Avesado; Mr. Bernard Reyes, director, Belle Kennel Club; Ms. Monina Sandoval, Metro Clark Pampanga Canine Club; Mr. Mandy Pelicpic, president, K-9 Trainers Council of the Phils.; Mr. Moises Fontanos, president, American Cocker Spaniel Club of the Phils.; Ms. Adella Dy, president, Philippine Siberian Husky Owners Club; Mr. Aldo Tia, past president, Boxer Club of the Phils.; Ms. Joanna Aguirrre, past president, BCPI; Dr. Jose Pascual, president, Plaridel Products and Services Inc.; Mr. Alex Mabasa, president, Chihuahua Federation of the Phils. Inc.; Engr. Ricky Jacinto, Mr. Ryan Santos, Mr. Jasper Gay, Mr. Arnel Claus, members of the Board of Directors, CTPI; Ms. Lanny Abejado, former director, PCCI; Dr. Rolando Gabriel, director, Working /Herding Group Club; Dr. Ignacio Arce, director, Working/Herding Group Club; Ms. Patricia Carmonera of Labrador Retriever Owners Club; and Erwin Tan and Henri Kaw.

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HOTSHOTS' FINEST The country's best drivers show their Golden Wheel trophies as they share the moment with (starting sixth from left) Pagcor chief of staff Jaup Benedicto, Golden Wheel 2009 Hall of Fame awardee Diana Oliveria, Pagcor chair Efraim Genuino and Golden Wheel CEO and motorsports "godfather" Johnny Tan during the recent Golden Wheel Awards Night at the Pagcor Theatre in Paranaque City. They are (from left) Carlo Garcia and Chadwick Garcia (rally), Golden Wheel National Driver of the Year Jonathon Tiu (drag racing), Ariel Nadal (rallycross), Felix Perez (touring car), Mario Barrio (superbikes), Kenneth San Andres (motocross), Golden Wheel International Driver of the Year Juha Taruvitu (Asian karting) and Jaime Bascial (Underbone).

Canlubang surges, topples TCC

Manotoc, Ababa shine as Sweeties wrest 2-pt lead

By Ernesto A. Gonzalo, Sports Features Editor

LAGUNA—YUMMY MANOTOC CONTINUED TO WORK HIS MAGIC ON the rough Tagaytay course with an even-par 72 that teammate Jessel Ababa matched yesterday as defending champion Canlubang anchored plants outfit outside The Country Club to the top in a rainy second round of the 62nd Philippine Airlines Interclub Men's Regular championship here.

Manotoc, who is posting 00 and one of the oldest players in the elite division, and the 24-year-old Provo Cagape-Ababa clubbed up 36 points each as Canlubang finished with a 333 output for the day to wrest the lead by two with a two-day 2001 total.

The prodigy Mario Labajo and TCC's best score of the day—32 for reigning national champion Freddie Sweeties, a fellow Provo Cagape, who had a pickup spot due pass 11 Lim where he got out in this and then was posted.

JB Sinigtaya, another Provo Canlubang mainstay, did not count with 30 points for TCC, which tovering by 10 strokes over Canlubang's 1st telephone debut in 1977. The fifth are bearing saver for the Tagaytay Bonita was the 25-of-Dani Schwarz.

Del Monte, the 2004 champ, grabbed third place by a point on 329 after outscoring teammate Ian S Monde Southwoods, 120-117.

Lubo Country Club roared to a 13-point lead over Tagaytay Highlands in the Foursome Division with a 347 total. Marcos emerged over Isidro in the Sportsmanship category, while the Friendship Division play was reduced to 54 holes after yesterday's action as Pinlac Worlds was rained out.

The Finalists sponsors of the annual event are ABS-CBN Cable Channels and 9700 Media Group, Subaru, Boeing, GE Avionics, Honeywell Aerospace, MTU Philippines, Pratt & Whitney Airworks and Solar Sports.

Robin Ang, Bobbie Badlis, Constantino Lilli, Pergie Juan, Royal Cashbonan and SPM GO-3 are the downpour yesterday afternoon and early evening rendered the fairways soft and soggy.

"We've got to keep it close tomorrow," Mendoza said. "Hopefully, we are tied with will deliver again the way it did in the first round."

Manotoc, who had rounds of 1 strike and 4 over at 4pm during the Invitational event when Canlubang rallied from 18 points down to win by the fourth straight year over Lanao, had a three-birdie, three-bogey performance that since tandem partnered him.

Ababa penned three less birdies, three of them on the front nine, as he canvassed playing partner Antonio Labajo while the other top pairings are Pagcor, Eagle Broadcasting Network, Country Club Hotel and hole-in-one sponsor Honda Cars Davao.

CANLUBANG'S Jessel Ababa (front) and his caddy discuss a shotgun break on the green of the 12th hole of Agoo Golf as Freddie Sweeties and his caddy watch in yesterday's second round of the PAL Interclubs.

It's final: No basketball

From page A13

"They [Last officials] are the hosts and it's their prerogative to choose the sports to be included in the calendar," said Colamco. "It's just one of those things that we have to understand."

Without basketball, the Filipino dribblers missed the chance to defend the gold medal they clinched in the 2007 Games in Thailand.

Lamenting the exclusion, the Samahang Basketbol ng Pilipinas yesterday called on the SEAG Federation to lay down rules in the future that will guarantee the inclusion of major Olympic sports, such as basketball, from the Games calendar.

"We are saddened and disappointed by the decision of Laos to exclude a major sports discipline from the SEA Games calendar," said SBP executive director Sonny Barrios.

"The SBP did everything reasonable possible and fairly necessary to support the POC's initiative to push for basketball's inclusion."

The Laos Host Organizing Committee said the absence of a proper venue to hold the basketball tournament and the Lanotans' lack of technical know-how to run the competition are the primary reasons for basketball's exclusion.

The SBP had offered to help Laos (pictured) by providing venue in Vientiane while Thailand and Malaysia had pledged to provide manpower and extra funding to make the sports a reality in the Games.

"In light of this unfortunate development, the SBP is calling on the SEA Games Federation to enact policies to ensure that major sports, which are staple events in the Olympics, become mandatory sports in future stagings of the Games," said Barrios.

A move made up of collegiate stars and formed by SBP project director Jose Emmanuel Mari Nocum, Tenorio was supposed to represent the country in the 23-nation meet.

Apart from logistical problems, Philippine said the host nation shelved the basketball event because only a handful of nations play the sport.

Tierro, Arcilla on collision course

TIERRO

ARCILLA

By Marc Anthony Reyes

PJ TIERRO IS FEELING the crunch. And it's probably on your mouth.

Fighting to regain a slot in the Davis Cup team, Tierro finally survived one challenge at Summit, 7-6 (5), 7-5, yesterday and made the semifinals of the First Republic Tennis Championships Metro Open at the Rizal Memorial Tennis Center.

"It's very hard. I can feel the pressure. This has always happened before," said the 23-year-old Tierro, referring to the last hurdle in the Davis Cup team at stake in the tournament.

Everybody knows what is at stake and everybody wants to get it," he added. "But are they willing to put up the pressure?

He "it," the 6-foot-1 Intellect chick was also referring to fellow veteran Johnny Arcilla, who knocked his quarterfinals assignment earlier.

Arcilla, 29, outpowered Rocky Rajabhanse, 6-1, 6-2, in advance against Asian hotcat who defeated Kamlesh Bardia, 7-6 (5), 3-6, 7-6 (5).

Arcilla, the No. 1 country-based player, is said to be displeased with not being in light with the Davis Cup side, the last three semifinals of the Davis Cup team since 2008.

Already assured of 10 team berths in the Asia Oceania Group 2 to replace Hong Kong (not needs one more tournament) Hi Ann Davis Council Henry and Association Open, pairs doubles champ Francis Casey Alcantara, runner Jessie Simon Good Co-Champion to the "opinion pick."

Tierro, a member of the team for four years, roll-under Indonesia Sonic Aries, who defeated Elbert Aurelio, 6-4, 7-6(4).

In women's play, top seed Beatriz Tolete and second seed Cecilia Pangelinan as joins of sports.

Also, Jaylene Lumanog toppled Zolotov, 6-0, 6-4, 6-1, to salvage a semifinal duel with Alberi Ramirez, 6-0, 6-4, 3-6, 6-1 victim over Trafigura Alcantara.

Anne Corinne Benavente, daughter of basketball legend Ann Francisco, stunned Feng, 6-7 (5), 6-4. She will next take on Jessica Marie Agravante, now known Rodas, 6-7 (1), 6-0, 6-2.

TIGER Woods watches his approach shot on the second hole during the first round of the Accenture Match Play Championships.

MATCH PLAY

Tiger returns triumphantly

MARANA, ARIZONA— TIGER WOODS MADE A TRIUMPHANT RETURN to golf in the Accenture Match Play Championship on Wednesday with a start that showed fans what they'd been missing for eight months.

Just past high noon in the desert, Woods fired an 8-iron into 5 feet for birdie. That came a gentle 3st pump from his 3-iron from 1297 yards on the par-5 second added 8 feet from the top 60 or eight.

He closed out Brendan Jones of Australia with a 3-foot put on the 16th hole for a 3-and-2 victory in his first competitive outing in the 253 days since he limped his way to an ugly US Open title.

"It felt like nothing had changed," Woods said. "Walking down the fairway, it was like business as usual."

But this was no ordinary day.

Before thousands of fans who crunched through the high desert, eager to see every shot from the world's No. 1 player, Woods showed no sign of the recent surgery more done to his left knee a month after winning the US Open.

Fans packed into the stands around the first tee, with more lined up behind the ropes all the way to the green, and the closer when Woods walked onto the tee could be heard all the way down the fairway.

Woods teased around of the match when Jones couldn't turn par on the par-5 12th, and then bravely struck another familiar pose by raising his putter above his head as his 20-foot eagle putt dropped on the 18th.

It was the third time in five years Woods had surgery on his left knee, adding to the mystery of whether he would be as good as the player who last won 65 times on the US PGA Tour, including 14 majors.

He wins in dreadful everything else that took place in the first round at The Ritz-Carlton Club.

Stewart Cink was the second match out, and there were only a few drawn fans in the stands. He game with Richard Sterne was tied after 18 holes, so they headed back to the first tee—making Woods and Jones wait a five-minutes.

Cink wound up winning his match, one of six that required extra holes.

Phil Mickelson, who blew a four-shot lead in the Northern Trust Open and rallied to win three days ago, did it again. He won 4 up on Angel Cabrera with the latter holes to play until the Argentine caught him, but Mickelson birdied the 19th hole.

Other top players were out at lunchtime.

Sergio Garcia, the No. 2 seed, lost to Chad Schwartzel on the 20th hole when the Spaniard hit into the bunker and made bogey.

Third-seeded Padraig Harrington, who won the Bubba Open and US PGA Championship while Woods was away, joined him losing, ousted in the last two outs. This was a short week, too, for he lost to Phil Perez on the 19th hole.

Anthony Kim and Camilo Villegas, the two of the cool generation hopeful of challenging Woods, had the shortest days. Kim never had a hole in hosting. Ian Silverstone, 7 and 5, while Villegas lost Neil Pampling, 7 and 6.

Billups delivers as Nuggets foil Hawks' rally

DENVER—CHAUNCEY BILLUPS scored a season-high 33 points to help the Denver Nuggets rebound a late fight back and defeat the Atlanta Hawks, 110-109, on Wednesday.

Antonio vancouver Denver 21-14 in the final quarter and had trailed 210-102 with 1:09 remaining before Joe Johnson scored five straight points and Al Horford made a jump shot to pull within a point with 31 seconds to go.

Hawks guard Ronald Murray, however, missed a 14-footer at the buzzer, which would have seen it for the win.

Carmelo Anthony added 24 points and 10 rebounds for the Northwest Division-leading Nuggets (38-20), who snapped a three-game losing streak.

Marvin Williams scored 31 points and Johnson chipped in with 26 for the Hawks, who lost their third consecutive game.

Denver rebounded from a lopsided 114-76 loss to the defending champion Boston Celtics on Monday, the team's second-worst home loss ever.

Related

NBA complete results: Indiana 116, Memphis 98; Washington 98, Miami 89; Jersey 94, Orlando 114; 10 Knicks 108, Charlotte 95; Minnesota 102, New Orleans 91; Detroit 97, Dallas 110; Milwaukee 90, Sacramento 86; Portland 94, Denver 110; Atlanta 109, Chicago 98; Toronto 99, 13 Phoenix 92; Boston 89, Houston

Rain or Shine eyes semis

FOR RAIN OR SHINE, THE TIME TO shine has come.

Coach Gabe Cascio and team owners Raymund Yu and Tony Que are hopeful they can improve on their quarterfinal showing, their debut in four respectable conferences, in the coming 35th Anniversary Fiesta Cup.

Making the semis would be fine, although to the Elasto-cats better.

Of course, it's going to be hard for a team still in the rebuilding stage following a successful stint in the Philippine Basketball League.

But the Rain or Shine management is determined to achieve its goal.

"We hope we can better our performance last conference, but we do that, we have to work really hard from the start," said Yu. "Though we lost in the quarterfinal stage, it was already a big accomplishment for Rain or Shine."

Expected to lead Rain or Shine in its bid for glory are JR Reyes—one of the league's last-string stars—and deadly rookie Gabe Norwood, Jed Mendoza and Ty Tang.

"Three quarter pressure! the Elasto-Painters the savvy and firepower linking in their first two seasons in the league.

Jacob versatile, Rain or Shine is now one of the most popular teams in the league.

"We have already all sage dilettante, so our bars to play as hard as we can and continue to entertain the crowd with our brand of basketball," said Cascio. "Despite the crowd support, it is paramount for us to raise our level of game."

Cascio said the team's success will depend largely on team physical conditioning, saying: "If we can all healthy till the end of the conference, then I'm sure, we will be our finest fighting as at best ability."

P10-M poker tourney March 12

A PHENOMENAL TOTAL PURSE OF P10 MILLION is up for grabs in the Silvercard Club's Perfect Ten poker tournament on March 13-15 at the Metrowalk Complex in Ortigas, Pasig City.

Filipino Neil Ayer, winner of the Asian Poker Tour worth P1.7 million in Manila recently, heads the Perfect Ten series tipped to surpass the record of 306 players set by The Metro last year.

Also hosted Kansai Steve Yee in the Main Event.

"The Silver Card Club is staging its most ambitious project—the Perfect Ten—in its continuing effort to provide world class events to the growing poker community," said Nick Galon, president of The Metro Club.

The winner of the biggest and richest local pool event will receive P3 million. For details, visit www.metrocardclub.com.

Pasay 5-cock derby gets going

By Top Choice
By Jose Lazaro LP

P15.5-M 'Rambolan' resumes

MESSAGES

Que fires fiery 64, grabs clubhouse lead in Bali

FILIPINO ESMO ANGELO QUE MADE JUST 29 PUTTS AN SHOOTING AN eight-under-par 64 yesterday to take third-round lead in the Enjoy Jakarta Indonesia Open of the New Kuta Golf Resort in Bali, Indonesia. Compatriot Antonio Lascuña lay in a five-way tie for second with a 69.

SPORTS

Editor Teddyboy S. Molmisa • Assistant Editor Francis T. J. Ochoa

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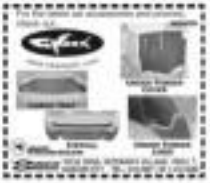
It's final: No basketball



SEA Games execs slam door on RP plea

By Jose Mateo

DON'T WISH TO SEE BASKETBALL PLAYED IN THIS year's Southeast Asian Games. It will not happen.

The Laos SEA Games Organizing Committee has thumbed down with finality the last-ditch effort of the Philippine Olympic Committee to include basketball in the Games, irrevocably taking on the country's hoopsters apart from the [illegible] inc. 8 to 10 basketball men.

POC spokesperson Joey Romasanta said negotiations fell through yesterday after POC representatives Go Teng Kok and Julian Camacho failed to persuade Laos Olympic Committee officials in [illegible] existence from changing their earlier decision to ditch basketball.

Go and Camacho earlier conferred with Laos deputy minister and organizing committee head Somsavat Lengsavad, who then relayed the final verdict to the Laos Olympic body's officials.

The decision stunned POC president Jose "Peping" Cojuangco, who said he has no other recourse but to accept the [illegible] of the host country.

It's final, A-10

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- Feb. 27 - March 1, SM Dasmariñas
- March 6 - 8, SM Cebu
- March 13 - 15, SM Davao
- March 27 - 29, SM Pampanga
- April 3 - 5, SM Megamall
- April 9, 11, 12, SM Baguio

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Aplus METRO Editor Abelardo S. Ulanday

DID YOU KNOW

THE HERMANOS ordinances, which was created by a presidential decree '83, is tasked to ensure that the general appearance of Intramuros conforms to the Philippine-Spanish architecture of the 16th to 19th century. The Intramuros Office of the Palacio del Gobernador building in Intramuros, Manila. (Jeff L. Bondoc's Inquire Research)

FACE-TO-FACE ENCOUNTER

Ateneo student's dad: 'Was it you?' Driver: 'It was an accident'

A PIECE of the car driven by Arnel Alcantara was resting at one of the accident's skid marks. The car is being held inside the Camp Karingal grounds.

By Nancy C. Carvajal

IN HIS FIRST FACE-TO-FACE ENCOUNTER WITH THE woman who drove the van that had run over his son, old Jose Fernando Alcantara could say was, "Was it you?"

Alcantara, father of 17-year-old Adrian Carlo Miguel "Arnel," a fourth- 4 student of the Ateneo Grade School who was killed in a three-vehicle mishap in the school grounds on Sunday afternoon, told the Inquirer that he went to Camp Karingal by himself at around 5 a.m. on Wednesday.

He added that he had just come from Arlington Memorial Chapels where he supervised the preparation of his son's body, adding that it took six hours to accompany Arnel's driver and friend to make it to the viewing.

Before that, Alcantara said he was in Camp Crame for the autopsy of his boy's body.

"I just wanted to see the face of the person who took away someone so precious," he said.

According to him, he was disappointed with the response he got from Ms. Theresa Torres, who has been detained at Camp Karingal since last week.

"Except for a shrug and 'Wala akong magawa, aksidente yun eh. I couldn't do anything, it was an accident', I did not hear anything more from the driver," he narrated.

Alcantara, who described his son as like the "salad" because of his born for the toddlers, said he left without saying another word to Torres.

He added that he did not know Torres, who she last s on studying at the school before the accident.

The business tried to talk to Torres but was turned away by Quezon City Police District traffic head, Supt. Bodie Vilorio, who has custody of the suspect.

"She said she is not in her right if some of could to grant any interviews," Vilorio said.

He added that charges of reckless imprudence resulting to homicide, serious physical injuries and damage to property had already been filed against Torres.

Bail for her temporary liberty may set at P40,000.

"After she posts bail, we have to release her, otherwise, we could be charged with illegal detention," Vilorio said.

He said that based on their investigation, the brakes of the vehicle used by Torres, a Toyota Hiace, at the time of the accident, were working.

The conclusion for her testimony that her brakes had failed. The younger Alcantara, his older brother, sister and cousin were walking toward their car on school grounds at around 4:45 p.m. Barring when Torres' van hit the victim.

The tourist, Ben Guerre, 65, was able to push Alcantara's brother and sister safely out of the way before the van also hit by the car.

Witnesses said that even after hitting the boy, the van did not slow down, only stopping when it hit a Honda CRV and another van.

Aided died on the way to the hospital while Guerre was set to undergo surgery for leg injuries.

Yesterday, the Ateneo Grade School Boy Scouts bid farewell to Arnel by attending a Mass at a chapel on the school campus where the stake for the victim is being held.

"He wanted to be an Eagle Scout and was working to be a Sea Boy Scout," Delfin Ramirez, advancement officer of the school's boy scouts, said.

His fellow scouts offered tokens and wrote cups for Arnel, which they classified as helpful, cheerful, fair and playful.

"You could count on him to lend a helping hand when someone needed it," one of the scouts said.

The victim's aunt, Ian Moreno, said her nephew would be cremated at the Arlington Memorial Chapels on Ayanira Avenue at 2 p.m. on Saturday.

Since the accident, unsee students and their parents have been lighting candles and offering flowers and prayers in the area in the parking lot where the accident occurred.

"The children have been praying nonstop at the site where the boy fell. The area is lit up by candles," a security guard of the school said in Filipino.

Search on for missing bemedalled cop

By Allison W. Lapaz

DESPITE 4 THE HOUR PURSUIT search, the Tagaig City police vowed to help locate the missing bemedalled policeman who was reportedly held hostage inside an apartelle on Wednesday.

Tagaig police chief, Senior Supt. Camilo Cascolan, said he has assigned a team to assist the role of PO2 Jamaruz Sanchez, a member of the Philippine National Police Aviation Security Group and a Medal of Valor awardee.

"We have created a team that will focus on the case. We will help look for him even outside of Tagaig," he said.

He added that they were following up a clue relayed to them by Sanchez's wife, Mina, who said she received a text message yesterday morning about her husband.

On Wednesday afternoon, a joint team of the Tagaig police and Southern Police District ranked to Southern Police District ranked to the Tagaig Police Apartelle on Isaac peralta Street, Western Bicutan, after receiving information from Sanchez's nephew that the policeman was being held captive by armed ex-convict man.

Nina claimed that the six men, who were allegedly detained there the PNP Special Action Force, were also behind an earthquake there locally in 2007.

The area was cordoned off by police at 2:30 p.m. but it was only at 4:30 p.m. that the authorities began a room-to-room search. At the time, the police said they were not able to talk to the victim or the men allegedly holding him.

Shortly before 9 p.m., Tagaig Mayor Freddie Tiñga, in chair of the joint management committee, declared that locating was not inside the apartelle.

Supt. Eleazar Matta of the IPD, meanwhile, defended the move to search the place based on current intelligence.

"It was a valid complaint. We only responded accordingly," he said after the search was called off.

Robin Padilla posts P4,000 bail

By Julie M. Aurelio

ACTION STAR ROBIN Padilla has posted a P4,000 bail for his provisional liberty after the Quezon City Prosecutor' Office recommended the filing of charges against him after he allegedly assaulted his former cameraman during an argument.

The staff of the Quezon City Metropolitan Trial Court Branch 42 said the actor appeared at the court on Tuesday to post bail.

The charges of violating Presidential Decree 1096, or the National Building Code, were recommended filed by assistant city prosecutor Robert Ilida based on the complaint of barangay chairman Jose Aurel Gardiel.

Gardiel claimed Padilla built an extension to his two-story house in Barangay Bitas Batasan in 2005 without the required permits.

A Quezon City building official met with the actor-politician to Padilla, directing him to stop all illegal building activities in his properties and to coordinate with the office of the building official.

LAND BANK OF THE PHILIPPINES

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

INCUMBENT	APPROVED BUDGET FOR THE CONTRACT	SUBJECT/GRADE
SG-22	P 27,440,000.00	SG-22
SG-21	25,760,000.00	SG-21
SG-20	24,080,000.00	SG-20
SG-19	22,400,000.00	SG-19
SG-18	20,720,000.00	SG-18
SG-17	19,040,000.00	SG-17
SG-16	17,360,000.00	SG-16

ACTIVITIES	SCHEDULE
1. Issuance of the Documents	February 27, 2009 to March 16, 2009
2. Pre-bid conference	March 6, 2009 10:00 AM to 11:00 AM
3. Opening of Bids	March 16, 2009
4. Bid Evaluation	March 16, 2009
5. Post-qualification	March 20, 2009 to March 30, 2009
6. Notice of Award	March 30, 2009

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Republic of the Philippines
Department of Labor and Employment
OVERSEAS WORKERS WELFARE ADMINISTRATION

Invitation to Apply for Eligibility and to Bid

Bidding for Security Services

1. The OVERSEAS WORKERS WELFARE ADMINISTRATION (OWWA), through the Corporate Operating Budget Approved by the OWWA Board of Trustees, intends to apply the sum of [illegible] million one hundred eighty-seven thousand five hundred seventy-one pesos (Php13,187,280.00) being the Approved Budget for the Contract (ABC) to payments for one (1) year under the contract for the bidding for security services for three (3) years. Bids received in excess of the ABC shall be automatically rejected at Bid opening.
2. The OVERSEAS WORKERS WELFARE ADMINISTRATION now invites Bids from eligible Bidders for security services for three (3) years. The effective date of this contract shall be April 1, 2009. The description of an eligible Bidder is contained in Section II of the Bidding Documents, ITB.
3. Bidding will be conducted through open competitive bidding procedures using non-discretionary pass/fail criteria as specified in the Implementing Rules and Regulations Part A (IRR-A) of Republic Act 9184 (R.A. 9184), otherwise known as the "Government Procurement Reform Act," and is restricted to Filipino citizens/sole proprietorships, organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines, and to citizens or organizations of a country the laws or regulations of which grant similar rights or privileges to Filipino citizens, pursuant to Republic Act (RA) 5183 and subject to Commonwealth Act 138 (C.A. 138). Only Bids from Bidders who pass the eligibility check will be opened. The process for the eligibility check is described in Section II of the Bidding Documents, ITB. The bidder with the Lowest Calculated Bid (LCB) shall advance to the post-qualification stage in order to finally determine responsiveness of the bid to technical and financial requirements of the project. The contract shall then be awarded to the Lowest Calculated and Responsive Bidder (LCRB) who was determined as such during the post-qualification procedure.
4. Interested Bidders may obtain further information from OWWA-BAC Secretariat and inspect the Bidding Documents at the address given below from February 23 to March 11, 2009 from 8:00 am to 5:00 pm.

   Room 201, Third Floor, OWWA Center Building
   FB Harrison cor 7th Street, Pasay City

5. A complete set of Bidding Documents may be purchased by interested Bidders from the address below and upon payment of a nonrefundable fee in the amount of three thousand pesos (Php3,000.00). The method of payment will be cash. The Bidding Documents shall be received personally by the prospective Bidder or its authorized representative.
6. The OVERSEAS WORKERS WELFARE ADMINISTRATION will hold a Pre-Bid Conference open to all interested parties on February 27, 2009 2:00 pm at the Conference Room, 10th Floor OWWA Center, FB Harrison cor 7th Street, Pasay City.
7. Bids and eligibility requirements must be delivered to the address below on or before March 12, 2009 2:00 pm. All Bids must be accompanied by a Bid security in the form of cash, or certified check or cashier's check and in the amount of one hundred thirty one thousand eight hundred seventy two pesos and eighty nine centavos only (Php131,872.89). Late Bids shall not be accepted.
8. Bid opening shall be on March 12, 2009 2:00 pm at Conference Room, 10th Floor OWWA Center Building, FB Harrison cor 7th Street, Pasay. Bids will be opened in the presence of the Bidders' representatives who choose to attend at the above mentioned address.
9. The OVERSEAS WORKERS WELFARE ADMINISTRATION reserves the right to accept or reject any Bid, to annul the bidding process, and to reject all Bids at any time prior to contract award, without thereby incurring any liability to the affected Bidder or Bidders.

Agency	: Overseas Workers Welfare Administration
Contact Person	: Director Lilia F. de Guzman
Address	: OWWA Center Building, FB Harrison cor 7th Street, Pasay City
Telephone No.	: 891-7601 Local 3304
Facsimile No.	: 833 – 4761

(Sgd.) DR. ALBERT G. VALENCIANO
BAC Chairman

Republic of the Philippines
Department of Labor and Employment
OVERSEAS WORKERS WELFARE ADMINISTRATION
OWWA Center Bldg., FB Harrison cor. 7th St., Pasay City
Tel Nos. 891-7601 to 20

Invitation to Apply for Eligibility and to Bid

Bidding for Janitorial & Other Support Services

1. The OVERSEAS WORKERS WELFARE ADMINISTRATION (OWWA), through the Corporate Operating Budget Approved by the OWWA Board of Trustees, intends to apply the sum of twenty million three hundred forty nine thousand five hundred twenty one pesos (Php20,349,521.00) being the Approved Budget for the Contract (ABC) to payments for one (1) year under the contract for the bidding for janitorial and other support services for three years. Bids received in excess of the ABC shall be automatically rejected at Bid opening.
2. The OVERSEAS WORKERS WELFARE ADMINISTRATION now invites Bids from eligible Bidders for janitorial and other support services for one year. The effective date of the contract shall be April 1, 2009. The description of an eligible Bidder is contained in Section II of the Bidding Documents, ITB.
3. Bidding will be conducted through open competitive bidding procedures using non-discretionary pass/fail criteria as specified in the Implementing Rules and Regulations Part A (IRR-A) of Republic Act 9184 (R.A. 9184), otherwise known as the "Government Procurement Reform Act," and is restricted to Filipino citizens/sole proprietorships, organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines, and to citizens or organizations of a country the laws or regulations of which grant similar rights or privileges to Filipino citizens, pursuant to Republic Act 5183 (R.A. 5183) and subject to Commonwealth Act 138 (C.A. 138). Only Bids from Bidders who pass the eligibility check will be opened. The process for the eligibility check is described in Section II of the Bidding Documents, ITB. The bidder with the Lowest Calculated Bid (LCB) shall advance to the post-qualification stage in order to finally determine responsiveness of the bid to technical and financial requirements of the project. The contract shall then be awarded to the Lowest Calculated and Responsive Bidder (LCRB) who was determined as such during the post-qualification procedure.
4. Interested Bidders may obtain further information from OWWA-BAC Secretariat and inspect the Bidding Documents at the address given below from February 24 to March 11, 2009 from 8:00 am to 5:00 pm.

   Room 201, Third Floor, OWWA Center Building
   FB Harrison cor 7th Street, Pasay City

5. A complete set of Bidding Documents may be purchased by interested Bidders from the address below and upon payment of a nonrefundable fee in the amount of three thousand five hundred pesos (Php3,500.00). The method of payment will be cash. The Bidding Documents shall be received personally by the prospective Bidder or its authorized representative.
6. The OVERSEAS WORKERS WELFARE ADMINISTRATION will hold a Pre-Bid Conference open to all interested parties on February 27, 2009 10:00 am at the Conference Room, 10th Floor OWWA Center, FB Harrison cor 7th Street, Pasay City.
7. Bids and eligibility requirements must be delivered to the address below on or before March 12, 2009 10:00 am. All Bids must be accompanied by a Bid security in the form of cash, or certified check or cashier's check and in the amount of two hundred ninety five pesos and twenty one centavos (Php20,695.21). Late Bids shall not be accepted.
8. Bid opening shall be on March 12, 2009 10:00 am at Conference Room, 10th Floor OWWA Center Building, FB Harrison cor 7th Street, Pasay. Bids will be opened in the presence of the Bidders' representatives who choose to attend at the above mentioned address.
9. The OVERSEAS WORKERS WELFARE ADMINISTRATION reserves the right to accept or reject any Bid, to annul the bidding process, and to reject all Bids at any time prior to contract award, without thereby incurring any liability to the affected Bidder or Bidders.

Agency	: Overseas Workers Welfare Administration
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Address	: OWWA Center Building, FB Harrison cor 7th Street, Pasay City
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Facsimile No.	: 833 – 4761

(Sgd.) DR. ALBERT G. VALENCIANO
BAC Chairman

By Julie M. Aurelio

A DAY AFTER AUTHORITIES stumbled upon 300 kilos of spoiled meat in three City health officials in Quezon City seized three tons of "doubtful" and "bet" pork in Barangay Bahay Toro.

The meat was seized from four vendors of the MC Market during a raid conducted by veterinary officials and operatives of the Quezon City Police District at around 1 a.m.

Chief Insp. Cherry Lou Sioson, of the DOTD Criminal Investigation and Detection Unit, identified the vendors as Nora Fuentes, Nenita Caballero, Rolland Panambaca and Ben Lorio.

She said the four would be charged with violating Republic Act 9296 or the Meat Inspection Code, as well as RA 7394, or the Consumer Act of the Quezon City Prosecutor's Office.

The police also impounded an Isuzu elf truck (DPU 403) which was found to be carrying several kilos of stained meat. The truck was registered to Rodrigo Miranda.

Meat inspector Dick Ibuanya said the hormone that the contaminated pork had been mixed with "gasol, fresh meat" to make it seem like it was fit to eat.

"It is not fit for human consumption anymore as the meat was already pale in color and already had a foul odor by the time we caught the vendors," he said.

Ibuanyo added that they conducted the said alibi they received information that three cans of minced meat had been delivered to Baltazar on two trucks.

He clarified, however, that market goers could not worry as there were other vendors in the MC Market who sold meat that was safe to eat.

Domingo said that decide dead meat refers to meat that came from a sick animal. Hot meat, on the other hand, refers to meat products which did not undergo inspection by authorities and were not slaughtered or processed in authorized slaughterhouses.

Ibuanyo, meanwhile, urged other vendors to report to the police those who sell hot or double-dead meat.

He said those unscrupulous businessmen were making money at the expense of their fellow traders because they would sell theirs canned meat as around P90 to P100 a kilo compared to the usual rate of P170 to P180 per kilo.

MetroBriefs

Manitilapa to hold job fairs

LOOKING for work? More employment opportunities await Manitilapa residents as the city government holds its first mega job fair tomorrow at the South Station Market 2 mall in Alabang. Mayor Aldrin San Pedro said about 100 companies were out targeting in the job fair and applicants may choose between job opportunities here or abroad. "Many companies are laying off workers due to the current economic crisis. The job fair will give the dismissed workers the chance to get another job," he said. *Allison M. Lopez*

Lower tricycle fares in Valenzuela

START ING on Sunday, March 1, tricycle drivers in Valenzuela City will be charging lower fare rates. Councilor Mario Feliciano said the city council passed an ordinance earlier this month reducing the tricycle fare by P1. Under City Ordinance 36, the minimum fare for each zone was set at P7 for the first kilometer, down from the previous P8, and P1 for every succeeding kilometer. Feliciano said the ordinance was passed after the council conducted a review of tricycle fare rates in the city following the increase in fuel prices. *Beverly T. Kalaw*

Korean tourist found dead inside hotel

A KOREAN tourist was found dead inside a hotel room in San Andres Bukid, Manila, late Wednesday night. SPO2 Edgardo Ko of the Manila Police District homicide section identified the victim as Dong Ae Shin, also known as Charlie Shin, 61, whose body was found inside the bathroom of room 306 of the Sunset Inn at Matias Street. Ko said Shin appeared to have hanged himself but probers were not discounting foul play. He said a note written in the Korean language was left on a bible but had yet to be translated. Shin, a regular customer of the hotel, checked in at around 11 p.m. Tuesday. *Jeanette I. Andrade*

Lourdes School QC batch '69 reunion set

BATCH 1969 of Lourdes School Quezon City will be hosting its 40th anniversary during the grand alumni homecoming on Saturday, Feb. 28, at 6:30 p.m. at the Sunken Garden on Retiro Street, Quezon City. Batch '69 has been involved in several outreach programs benefiting indigent students. For details, please contact alumni association president Lito Rivera at (632) 0340 89.

Walk for a cause by Las Piñas parishioners

PATRON MEMBERS of the Good Shepherd Parish Church in Las Piñas led by Fr. Ceir D'Smooth, SSM, will kick off fund-raising activities tomorrow for the construction of a Parish Formation Center with a second-kilometer walk after the 6 a.m. Mass. The parishioners will walk along the route to St. Joseph Chapel, the Bonlan Mercy Chapel, the St. Michael Chapel and back to the parish. This is the first of a series of fundraising activities arranged by the parish.

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The WORLD

Editor Lawrence B. Quonio

S. Leone rebels convicted of war crimes

FREETOWN—A UN-BACKED COURT FOR SIERRA Leone convicted three rebel chiefs on Wednesday of war crimes and crimes against humanity during the country's 1991-2002 civil war, including the first ever convictions for forced marriage.

The war saw bands of rebels including drug-crazed child soldiers kill, rape or chop the limbs off innocent villagers in a conflict fueled and financed by gems taken from its eastern diamond fields.

Issa Hassan Sesay, Morris Kallon, and Augustine Gbao, the senior surviving commanders of the Revolutionary United Front (RUF), were all found guilty of most, but not all, of the 16 individual counts against them. All but pleaded not guilty.

"These individual leaders were responsible for some of most unusual crimes known to humankind," Chief Prosecutor Stephen Rapp said in a statement after the court handed down its verdict in Sierra Leone's coastal capital Freetown.

Sesay, Kallon and Gbao became the first people in the world to be convicted specifically of attacks on peacekeepers and of forced marriage, described as "inhumane acts" in one of four counts of sexual violence of which all three were found guilty.

"[The court] recognizes the very deep and long lasting suffering inflicted upon women through conscription as 'bush wives' during the Sierra Leone conflict," said Bapp.

"It sends a message that may deter such attacks against the men and women who are protecting individuals, restoring security and keeping the peace across the globe," he said.

All three were also convicted of recruiting child soldiers.

Sesay and Kallon, convicted of a total of 35 out of 18 charges, and Gbao, found guilty on 14 counts, are expected to be sentenced in March.

RUF founder Foday Sankoh died in detention in 2003 while awaiting trial and his second-in-command Sam Bockarie died the same year. The leaders of both the other major militias in the war also died or disappeared before they could be sentenced.

The Special Court, the first of its kind, was set up in 2002 to try those accused of the most serious crimes in a war that killed 50,000 people.

Wednesday's verdict was the third collective judgment it has handed down after members of two militia groups were convicted in 2007, and was the first judgment of members of the AFRC whose rebellion triggered the conflict.

"The AFRC led a campaign of terror which is set apart [by] lots of countless ordinary Sierra Leoneans," said Corinne Dufka, West Africa researcher for US-based Human Rights Watch.

"The countryside is dotted with villages which endured massacres, mutilations, rape and pillage on an alarming scale.

Today's important verdicts have validated this suffering, and will no doubt serve as a warning to current like perpetrators the world over," she said.

Former Liberian President Charles Taylor, who is accused of fomenting Sierra Leone's conflict during his own country's brutal 1989-2003 civil war is on trial for thousands from Sierra Leone's court, is also on trial before the Special Court. Reuters

2 managers held in new Wall Street fraud case

NEW YORK—FOR TWO decades, Saul Cornwarmel and Stephen Weiss looked like Wall Street wizards.

Their supposed investment prowess lured hundreds of millions of dollars from public pension funds and universities and earned the two lavish engagings of success: stately homes, a stake in the New York Islanders and, for Cornwarmel, a home here that once belonged to Neal Newman.

But on Wednesday morning, federal agents arrested the two money managers on accusations filed by the US attorney for the Southern District of New York in what has become all too familiar on Wall Street: Their investment fund was in fact a $667 million fraud—a small-scale version of the $50 billion fraud that Bernard L. Madoff is suspected of orchestrating.

But unlike Madoff, who is accused of masterminding a global fraud without a conspiracy and Weiss simply stole their investors' money, the authorities said. Their two firms, the WG Trading Co. and Worldplus Capital, misrepresented funds from a host of deep-pocketed investors, including state and city pension funds. AST

LASTING IMPRESSION
The lines of Chinese monk Hua Chi are seen close to the footprints made by him by praying at the same spot for decades, at a monastery near Tongren, Qinghai province, on Feb. 25. Hua Chi, 70, has prayed at the same spot on many times that perfect footprints remain on the wooden doorstep. AFP/GOH

CIA campaign in Pakistan is working, spy chief says

WASHINGTON—LEON E. Panetta, the new director of the CIA, said on Wednesday that the agency's campaign against militants in Pakistan's tribal areas was the "most effective weapon" the Obama administration had to combat al-Qaeda's top leadership.

The CIA in recent months has intensified its covert campaign of missile attacks in the tribal areas, carrying out more than 30 strikes against Qaida and Taliban leaders from drone aircraft. Dozens suspect drone aircraft. Dozens suspected drone aircraft. Dozens suspected drone aircraft. Dozens suspected

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Editor: Raul O. Marsito • Assistant Editor: Cornie S. Nartatez

BUSINESS

GADGETS YOU'LL LOVE

Business confidence falls to 7-yr low

Jitters due to expected ill-effects of global crisis

By Michelle V. Barros

BUSINESSES IN THE PHILIPPINES HAVE BECOME more pessimistic about their prospects in the near term due to the expected adverse impact of the global economic turmoil on their profitability.

The Bangko Sentral ng Pilipinas' latest Business Expectations Survey showed the business confidence index plunged deeper into the negative territory at -23.9 percent in the first quarter of the year.

The survey was conducted from Jan. 5 to Feb. 11 among 5,410 respondents. Survey participants include exporters, importers and those who buy raw materials from and sell goods solely to the domestic market.

The first quarter confidence index was the lowest since the first quarter of 2002, when the index improved to 5.9 percent after hitting a low of -12.6 percent in the fourth quarter of 2001. The drop in the fourth quarter 2001 index, according to the BSP was due to the bombing of the World Trade Center in New York which rocked

the global economy.

A negative outlook means there were more pessimists than optimists among the survey respondents.

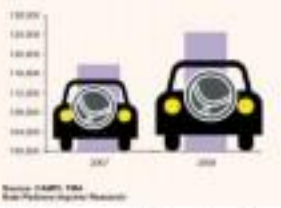
"The prevailing pessimism is due to weaker customer demand brought about by a possible decline in disposable income given the fragile economic environment," Bautinaldo Imat, director in the central bank's economic statistics department, said in a briefing yesterday.

While the easing of the prices of crude and other commodities may have positive effects on consumption, many fear that the benefits may be outweighed by the ill-effects of the global turmoil.

Recession in advanced economies was believed to drag down demand for Philippine-made products and this may weigh down on domestic economic levels, Imat said.

The survey divided the business community into four sectors—industry, construction, wholesale and retail trade, and services. The survey showed that of the four sectors, only construction recorded a year-

BUSINESS B2



Crisis seen threatening financial innovations

THE GLOBAL CRISIS, A RESULT partly of investments in sophisticated but risky assets, has spawned wide overreaction among investors, but the Bangko Sentral ng Pilipinas (BSP) believes the turmoil must not stall efforts to liberalize financial markets here and abroad.

According to BSP Governor Amando Tetangco Jr., moving toward financial sometimes entails that in the global crisis should teach people how to better manage risks, but not veer away from innovating financial instruments or from liberalizing markets.

"The crisis might have changed the landscape in this could lead to modernization of laws globally," Tetangco said.

He expressed hope, however, that financial markets would continue to develop with enhancements in regulations.

"What's important is that there should be sufficient regulation and transparency of operations of financial institutions," Tetangco said.

The global crisis has its origin

(NEWS B1)

IN THIS ISSUE
Rice importation by private firms, farmer groups OKd B3

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BE ALERT!

Look ahead, look to the side, look in your mirrors, look over your shoulders and keep looking.

SPRINT 4T

Broken Swiss banks secrecy

corporate counties info

Ronel J. Fadchelicer

TINALLE AFTER MORE THAN 400 years of fogged resistance, the Swiss authorities have agreed to lift the much-vaunted veil of secrecy over banking transactions in their country.

Last week, UBS AG, Switzerland's largest bank, announced that it would pay $780 million to the US government and disclose the names of American depositors suspected of having opened bank accounts to evade U.S. taxes.

Reported to be Switzerland's last central monetary authority, UBS took the move to stave off the embarrassment of a subpoena earlier issued by a US court in connection with a tax evasion case outlining the bank to disclose information about accounts stored in controlled by its non-residents.

Had the subpoena been served and disobeyed, the bank could had itself facing a criminal contempt charge with financial consequences.

Its bank officials can be arrested if they step into US territory and detained indefinitely until the bank complies with the order.

In case the US authorities decide to push the envelope, the court can put the squeeze on UBS's assets in the US, including its accounts in American banks operating in the mainland and other parts of the world.

The pressure play and attendant adverse publicity could bring UBS, which is already reeling from the effects of the global financial crisis, down on its knees.

Confidential

In an effort to mitigate the effects of the action, UBS came up with the spin that some of its personnel failed to follow certain compliance and documentation requirements in the processing of the said bank accounts.

Regardless of the new excuses for the change of heart, it is apparent the "law on unintended consequences" has caught up with the favorite haven of illegitimate wealth of the world's dictators, criminal lords and other dregs of society.

The much-hold blood strength of the Swiss banking system has not made its banks immune to the influences exerted by the rest in a century financial institutions.

With its existence at serious risk, risking the vow of secrecy to its depositors was a price UBS had to grudgingly bear.

In Switzerland, an associate of dictators and fat-cat plus could may banks authorities into relaxing secrecy rules to enable officers of countries whose leaders ordered their stolen wealth in Swiss banks to look into those deposits and recover their proceeds.

The banks stuck to the mantra of confidentiality in handling transactions, regardless of the manner by which the money was "earned" or the character of their depositors.

Revelation

The bankers didn't care if the disclosure and release of the loot can help ease the sufferings of citizens of countries from whose coffers the depositors were drawn.

From the banks' perspective, how or where the deposits are sourced is none of their business. That becomes material only if their attention is called to it by their regulators, which is rare.

True, Switzerland has a law that requires its banks not to accept deposits that appear or are suspected to have come from illegal sources or were obtained through fraudulent means under the pain of criminal sanctions.

If but who has a law that lifts the confidentiality of bank deposits upon orders of a Swiss judge in cases involving evidence of embezzlement.

Since "complicity" is a matter of gut feeling, an employee who has a bank-imposed deposit objective to accomplish and whose salary depends on meeting that quota can easily erase claim good faith in processing the accounts of depositors that are suppressed to be on the watch list.

Going through the judicial process to win a piece of cake either.

Judging from the laborious process that attends cases filed to avail of that remedy, the Swiss judicial system seems to be contrived traffic, if not horrific, to any move that may push a client on bended knee to negotiation as a staunch defender of the sanctity of bank accounts.

Precedent

The decision of UBS to lift the secrecy veil over the accounts of its American depositors may be considered the "lesser of the evils," whose efforts will soon be felt by the rest of the Swiss banking system and other tax havens in the world.

Although meant to address a specific case, the settlement arrangement between UBS and the US government does not bar the latter from filing a similar action in the future against other Swiss banks for similar transactions in the meantime.

Unlike Switzerland where tax evasion is not considered a crime (perhaps as such), the US is hot against Americans who refuse or fail to report their tax obligations.

Prosecutors in the mainland may be gathered it use IRS's checkmate can be used by the US government to justify paying into the accounts of Americans in other Swiss banks for possible violation of US tax laws.

The hunt for illegally-stashed money may become more intense in the wake of the $50 billion investment scam attributed to Bernard Madoff, and recently, the $6-billion securities fraud case filed against Allen Stanford.

A serious clash between US and Swiss laws on secrecy of bank deposit is in the offing. If only to protect its image in the financial world, expect Switzerland to come up swinging fight.

The reply of a Swiss banker to my question about his system's inserted devotion to bank secrecy was essentially: It needs the income from bank deposits because it cannot survive on chocolates, watches and textiles.

(For feedback, please write to ronel.fabchelicer@inquirer.com.ph.)

Oil production at Galoc resumes

By Arry R. Reyes

AUSTRALIAN FIRM OTTO Energy Ltd. said production at the Galoc oil field resumed last Wednesday night, allowing its operator to start producing oil for a fourth cargo delivery, which was delayed due to a temporary shutdown in the last year.

In a disclosure to the Australian Securities Exchange, Otto Energy said crude oil production is expected to return to its pre-shutdown level of 14,000 barrels per day.

Oil production at the Galoc field was suspended in December 2008, after the mooring and riser system was disconnected from the floating production, storage and offloading (FPSO) facility for repair.

Otto said that the field operator, Galoc Production Company WLL (GPC), is "confident that the recommissioning and enhancement implemented to date will increase the station-keeping capability of the FPSO and enable safe and reliable operations even in the event of adverse weather."

Otto holds a 33.33 percent stake in GPC, the field operator of the Galoc oil field located in Service Contract SC14C (Galoc sub-block) in offshore west Palawan.

GPC meanwhile holds a 56.28 percent working interest in the Galoc license.

During the shutdown period, Otto Energy said enhancements to the mooring and riser system that are put in place to ensure improved future performance.

These enhancements included the addition of a new mooring component connected to the FPSO stern and "substantial modifications" to the primary mooring system.

Modifications also included the redesign of critical attachments to the riser system and the addition of buoyancy to facilitate hydrotest following disconnection and restart of the associated procedures.

"These improvements are expected to reduce fuel usage and result in better uptime for the field. However, in advance of implementing replacement, the FPSO will still be required to disconnect," Otto Energy said.

As of end-2008, the Galoc oil field has already produced over 830,000 barrels of oil.

Since it began production in October 2008, the oil field operator has already offloaded and delivered three batches of cargo of approximately 800,000 barrels of the Palawan light crude oil to the Petron oil refinery in Manila, Thailand and South Korea.

Waterfront repays PNB loan

By Doris C. Dumlao

THE GAISANO'S WATERFRONT PHILIPPINES Inc. (WPI) has settled its remaining P926-million debt to the Philippine National Bank, allowing the publicly-listed conglomerate regain control of two hotels in Cebu.

As agreed by the parties under the court-approved compromise agreement reached last November, WPI said the latest settlement brought to about P2.5 billion the total amount paid to PNB over the last eight years.

The original loan amount was P760 million, the company said.

WPI, which operates the Waterfront Cebu City Hotel in Lahug, Cebu, and the Waterfront Airport Hotel in Manila, said that during the global financial difficulties, its company Business remains in good order and its cash flows strong.

"These two hotels continue to drive a good number of foreign tourists and local travelers alike, and are still the preferred lodging facilities of convention organizers in the Visayas region," WPI said in a statement.

The company's other hotels include the Waterfront Davao Insular Hotel in Davao City, the Manila Pavilion Hotel and U Hotel in Manila.

The company said it could soon "focus on improving its hotel facilities."

NATIONAL FOOD AUTHORITY

NOTICE OF AUCTION

PHILIPPINE STOCK EXCHANGE

(As of February 26, 2009)

CURRENCIES

February 26, 2009

Currency	Unit	Peso Equivalent	Dollar Equivalent	Peso Equivalent
United States	Dollar	47.8170	1.000000	47.8170
Japan	Yen	0.5090	0.010645	0.5090
United Kingdom	Pound	1.1930	1.249000	59.7470
Hong Kong	Dollar	0.6170	0.129000	6.1670
Switzerland	Franc	0.4290	0.897000	42.8970
Canada	Dollar	0.8270	0.173000	8.2770
Singapore	Dollar	0.5490	0.114800	11.4870
Australia	Dollar	0.5490	0.114800	11.1170
Bahrain	Dinar	1.0000	0.209100	10.1000
Saudi Arabia	Riyal	0.2550	0.053300	12.7470
Kuwait	Dinar	0.1710	0.035700	11.9670
Netherlands	Euro	0.6170	1.290000	61.7000
Thailand	Baht	0.1390	0.029000	1.4170
UAE	Dirham	0.1310	0.027300	13.1670
EU	Euro	0.6170	1.290000	61.7000
China	Yuan	0.0070	0.001500	0.3470
Germany	Euro	0.6170	1.290000	61.7000
Denmark	Krone	0.1150	0.024000	5.5170
India	Rupee	0.0100	0.002070	0.4870
Malaysia	Ringgit	0.1350	0.028200	13.1170
Norway	Krone	0.0770	0.016100	3.6870
New Zealand	Dollar	0.2570	0.053700	12.8670
Sweden	Krona	0.0610	0.012700	5.8170
Taiwan	NT Dollar	0.0150	0.003100	1.4270

Rice importation by private firms, farmer groups OKd

By Arg R. Reyes

THE GOVERNMENT HAS ALLOWED GLOBAL private companies and farmer organizations to import as much as 300,000 metric tons of rice this year, to help shore up the country's inventory of the staple.

Agriculture Secretary Arthur C. Yap told reporters the government had opened this window to private importers as early as two weeks ago.

He said the 300,000 MT would from part of the 1.8 million metric tons of rice the government promised for this year.

Last month, the government signed a deal with Vietnam for the supply of 1.5 million MT of rice after negotiating with the Vietnamese government.

The government opted for a government-to-government negotiation, instead of the usual tender, to avoid the technical breakdowns, to prevent another rice price cycle like what was experienced last year. The bidding of successive by big volumes of rice were partly blamed for the steep increases in the prices of the staple last year.

Yap said prospective importers would have to first brief their own sources of rice, set their own prices and pay a minimal service fee to the NFA.

The 50-percent tariff slapped on rice imports would be waived since all importations would be covered by the MOUs not to mention subsidy. The MOU would be the importer's certificate, Yap added.

Last year, rice traders and farmer organizations were lukewarm to the idea of buying rice abroad, imposing only 71,000 MT of the one-million MT allowed.

Yap said that in case the private sector would not be able to import the full volume this year, "we will bring it in."

"That's why we're doing it early, we're giving them a chance right now to begin importing," he added.

Rice importation is opened to the private sector in the hope that private companies and farmer organizations would be able to help ensure an adequate supply of rice in the domestic market.

The NFA is tasked to maintain a 15-day rice stockpile at any given time and a 30-day buffer stock during lean months.

NorthRail construction resumes

By Elizabeth S. Lozano

CONSTRUCTION WORK ON THE 53.5-KILOmeter North Luzon Railways Corp. (NorthRail) railway project, which runs to link Caloocan to Clark in Pampanga, has resumed in the first week of February.

In a statement, NorthRail said its chairman Edgar de Hesse-Biber, reported to President Macapagal-Arroyo during a Cabinet meeting in Clark, Pampanga, on Tuesday that "every aspect that would contribute to faster construction work will be explored and employed to ensure for the delay of project, which now runs to five years."

The NorthRail project was estimated to cost more than P1 billion for the initial phase, which will connect Caloocan to Malolos in Bulacan spanning about 82 kilometers, measured said.

The succeeding phases will connect the Malolos railway to Clark.

The Malolos station portion, Downtown mall, started taking shape following the completion of 14 bored piles and factor building was expected as work accelerated.

He said problems about design and other engineering details, which contributed to the delay of the project, had already been threshed out following "a bar association workshop conducted among a group of Filipino engineers and their Chinese counterparts during a three-week session in Manila, Subic, but Deutsche."

"One of the natural constraints delayed the latter project completion was the agreement with project contractor Sinomach (formerly known as China National Machinery and Equipment Corp.) to work together with more Filipino subcontractors," Darmiman said.

He told NorthRail's engineering, executive, administrative and support staff were also reportedly in an effort done to the project site for better and faster coordination and improved work efficiency.

"The five-year delay was also caused by right-of-way disputes and the scattered effect of some individuals to derail the project, he said.

Business confidence falls . . . From page B1

rice confidence index of 2.2 percent. This, however, was lower than the 6.6 percent in the fourth quarter of 2008.

The industry, wholesale and retail trade, and services sector registered confidence indices of -30.1, -10.8 and -23.2 percent, respectively.

According to the survey, businesses were expecting the prevailing sentiment to remain up to the second quarter, although the confidence index for the next quarter was below at 4.3 percent.

Because of lingering pessimism among businessmen, the respondents said they were unlikely to hire more workers in the coming months.

Although the crisis emanated from the United States and has been affecting advanced economies at a greater degree, the Philippines is not spared from its adverse economic effects.

"This is because the United States and Europe are two of the Philippines' biggest export markets and home to many overseas Filipino workers.

Layoffs and uncertain consumer demand in advanced economies are seen to drag down the Philippines' export receipts and result in retrenchments.

Crisis seen threatening . . . From page B1

to the $3-subprime market, made up of high-risk housing loans. Banks packaged these loans as part of derivative instruments sold to various investors, including financial institutions outside the United States.

Member clientele-by subprime borrowers are not only hit by losses for the lenders, but also for investors who purchased the derivatives.

The meltdown of the financial system of advanced economies eventually evolved into a global economic crisis, as liquidity woes of banks and financial institutions led to tighter credit and curtailed investments.

The Philippine banking sector was not as badly affected, due partly by lack of sophistication among Filipino financial market players combined with prudent banking regulations.

Stringent requirements must be met before local financial institutions could in

Shares . . .

From page B1

which was up 4.6 percent to P86.30. First Philippine Holdings Corp. rose 2.4 percent to P52.25.

Philippine Long Distance Telephone fell 0.2 percent to P2,260 while Bank of the Philippine Islands dropped 2.6 percent to P54.

San Miguel Corp. common is shown fell 3.1 percent to P47 while its preferred issue off 1.04 percent to P47.50. AFP

FREE HONG KONG/ DISNEYLAND HOLIDAY

Kia's Treats Up Dual Rewards Loyal Kia Owners

Loyal Kia owners will enjoy a Hong Kong-Disneyland travel for free when they trade-up their current Kia vehicle to a brand new Kia model of their choice. Columbian Autocar Corporation (CAC) is giving a special treat for all Kia owners who will avail of Kia's trade-up deals between the period of February 11 to March 31, 2009.

"We like to recognize and reward our loyal customers who have made Kia the fastest growing brand in the country today," says Felix J. Rodriguez, Jr., Columbian Autocar Corporation (CAC) and CEO. CAC is Kia authorized distributor of Kia vehicles in the Philippines.

"Kia is one on its 20th year in the Philippines and throughout that period has enjoyed the patronage of Filipino car buyers. We deem it only appropriate therefore, to gift our loyal customers with the free holidays upon availing our deals," Marketing adds.

Kia owners trading up their current Kia unit to a Picanto, Rio or K2700 get to enjoy two (2) months Manila-Hong Kong-Manila tickets plus a 3 days/2 nights accommodation via Philippine Airlines (economy class) and breakfasts outside the hotel, half-day city tour and the Disneyland day tour (inclusive of entrance tickets). Those who trade up to a Carens, Sportage, Sorento and Carnival automatically get four (4) monthly Manila-Hong Kong-Manila tickets, plus the above mentioned travel inclusions and amenities.

Travel schedules are subject to airline seat availability and may not be honored during peak periods. Applicable for the period of March 27-29 and April 3-6, 2009. Travel must also be availed within six (6) months from the date of purchase of the Kia vehicle, and the travel date is subject to availability of airline seats and hotel accommodations. Participants must present documents and vouching fee set to the travel agent's account at rebook/s. The Kia trade-up specials (Airline ticket and hotel accommodation) is transferable but not convertible to cash and the sale must be consummated before the special gift is given.

Kia cars are among the most awarded vehicles in the Philippines today. The Kia Carens was voted Automobile of the Year by the Philippine Auto Press People's Choice Award. Other Kia car models are regular winners in the Car Awards lineup, Inc. (CAD)-sponsored Car of the Year awards in their respective classes, among them: Rio Pride 1.1 DLX (2006, 2007 and 2008 Rios), Sub-Compact; Rio Pride 1.4 Sedan (2008 Executive Sub-Compact); Kia Carens DHD (2008 Compact Van and MPV and 2008 People's Choice Mini Van); and the Kia Carnival CRDi as (2008 Luxury and MPV car of the Year for the EMAT Long wheel base version and 2007 Executive Van and MPV. It was also the Auto Focus People's Choice runner-up pick for the 2008 full size Van of the year category.

The trade-up promo also includes the Kia Sorento (Top Mercedes-Benz SUV in AutoFocus 2008 Vehicle Satisfaction Awards) and also the Auto Focus People's Choice runner-up pick in Mid-size SUV category, Kia Sportage (Best Value 4x4 by Pinoy 4x4 and UE), and the K2 700, the all day, all weather workhorse commercial van.

BUSINESS Friday

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Go forth and build brands

Recession not a reason to shelve marketing plans

By Karen V. De Asis
Contributor

AS RECESSION DEEPENS IN ADVANCED economies, and various economic agencies agree that Philippine growth will slow down to 3.2 percent from 4.6 percent in 2008, local business owners have turned cautiously optimistic.

Many believe that far from being a reverse threat, the world economic crisis actually be an opportunity for loyal, aggressive and visionary companies.

Here are some ways to refine your opportunities presented by a global downturn and a local economic slowdown:

Strengthen your brand loyalty. Now is the time to build your brand and secure a space in the consumers' mind. Brands that worked hard to capture the consumers' loyalty during prosperous times are remaining unstoppable in an economic crisis are likely to emerge even stronger after the crisis.

But all is not lost for brands that have not invested to brand building during good times. So long as those brands keep a critical mass of loyal consumers, they are likely to get out of recession with their market intact. Send the right economic message with local brands. An economic downturn gives consumers another reason to patronize local brands.

Local brands that will be able to appeal value for money and quality while tapping the right market and appealing to the right consumer motivations can become a serious option for consumers.

Likely winners include branded generic drugs (over global branded medicines), branded local food, beverage and confectionery items (over imported options) and branded local fashion (over name imported clothing and footwear brands), experts believe.

Grab that retail space as global brands run down on retail space requirements. With cutbacks both real marketing budgets in prosperous times, global brands drastically compact the staff and retail space.

As world brands begin to prioritize their markets due to rising scarcity of capital funds and consumers tightening hold over their disposable money, local brands must be ready to take over the retail space to be left behind by global brands.

Boldly your company's "niche" brands. Now is not the time to invest in new product development and introduction since consumer desire to appeal to by less value. Creating values out of somewhat familiar brands with a critical mass of loyal consumers may be a more practical and viable business strategy in downturns.

Spend your marketing communication dollars wisely and deliberately. Put in place a feedback system that will allow you to measure the success of your brand-building efforts. Companies can gauge the effectiveness of media spending by the extra media values that agencies get for clients or the favorably rate per spot or insert that is much lower than the rate card. Nevertheless, the true measure of a successful campaign are the increase in sales, market share, profits and brand equity levels that determine what it is about your brand that compels consumers to buy or shift from a competitor.

Building a brand is no longer the turf of money-muscled global brands. Today there are far more ways and means to build local brands without necessarily spending a lot of money.

Business owners simply have to determine whether they want to go aggressive with their brand-building efforts or opt for a short but sure campaign.

Recession or not, brand building is necessary in creating demand and building solid businesses.

For products to remain in business for a long time and passed on to the next generation, it is imperative for business owners to invest in brand building to match the same way as they make investments in industrial plant facilities, equipment and machinery, human resources, product development and rewards.

Having a good product is just half the story. The other, equally important half has to do with letting the market know that such a product or service actually exists.

(More about marketing and branding strategies from the author's best-selling branding book, "Color Matters to Be What a Branding Story" available in all Bookfairs, Powerbooks and Fullybooked branches. E-mail your comments to the author at karen@asis.com.ph or visit www.karenasis.com.ph)

Retailers gird for bleak future

NEW YORK—RETAILERS RECENTLY marched out a series of close-last results for their most important season of the year, the fourth quarter, when consumers open to have put off buying almost anything they had a desire about.

From Macy's to Target and Bath&Body, Home Depot to Office Depot, companies are laying off workers, reassessing merchandise of their low prices and closing stores and other defenses in deal with recession-low consumer confidence and promotions of unprecedented sales.

"Things are not pretty out there, and I think that's obvious," said Robert Rohr, head Bellevue, Washington-based retail analyst Rohr-Kirkwood.

Consumers are likely to limit their spending for a long time, Edwards said, and "retailers who still be successful will be those who plan appropriately for that."

Target said Tuesday that it was responding by expanding its food offerings and bolstering its private label lines. It also said in January that it will cut 1,000 jobs in the first quarter and, close a distribution center and reduce new-store openings.

Most retailers are likely to follow suit in the months ahead, said Joseph Feldman, Minneapolis-based Feldman Associates.

"They're going to see a profound focus on private label and, if not more food consumers, then food-based retailers," Feldman said.

Minneapolis-based Target's fourth-quarter profit slumped 41 percent in part because it stocked down merchandise during the week holiday season. Revenue in the quarter fell 1.6 percent to $19.62 billion. Citing delinquencies in Target's credit card business—half of which JPMorgan bought last May—also hurt results.

The company expects a drop this year in sales at stores open at least a year. It has suffered more from consumers cutting spending than its chief rival Wal-Mart Stores Inc. because more than 40 percent of Target's revenue comes from nonessentials like baby items and apparel.

But, as consumers hold out for bargains and shop mainly for necessities, department stores are losing votes.

Macy's Inc. reported that its fourth quarter profit fell nearly 54 percent.

The Cincinnati-based retailer announced this month that it will cut 7,000 jobs, almost 4 percent of its workforce, and expand spending, reduce its contributions to its employee retirement funds and slash its dividend in half.

On Monday upscale department store chain Nordstrom Inc. reported that its fourth-quarter earnings fell 86 percent largely due to heavy discounting over the holidays.

Also on Monday, Home Depot Inc. reported Monday that it lost $1.4 million in the fourth quarter mainly due to its plans to close its four smallest home improvement chains.

The home-based retailer has also slashed 7,000 jobs, or 2 percent of its workforce.

Analyst Edwards said retailers have appropriately focused on lowering inventory and cutting jobs but said more store closures are likely.

"We're still overstored in the US," she said. "I don't see how retailers in general can get through the without closing a lot more stores than we're already talking about, which means more job cuts." AP

GOINGS-ON

DOT sets 4th jobs fair

THE DEPARTMENT OF TOURISM (DOT) is organizing for its 4th annual jobs fair on Cebu City to help the employing global financial crunch is expected to strike Philippines' tourism industry.

"The global crisis is expected to have short-haul trips and make the extremely high-end calibrated market segments more by Asian firms, China and Southeast Asia its study consider visiting the Philippines instead of the expensive-fair spaces and South Asian destinations," said DOT Secretary Joseph Ace Durano.

"So that's a boost to our tourism industry, which we have been to gear up in terms of highly qualified professionals and highly-skilled personnel," Durano said in the news conference for the 4th Trabaho sa Turismo (TST) fair slated at the SM City Cebu on March 13 and 14.

DTI holds trade fair

THE GLOBAL TRADE OF TRADE AND Industry (DTI) through Bureau Export Trade Promotion (BETP) will again hold the most comprehensive trade fair for small- and medium-sized enterprises (SMEs)—the National Trade Fair (NTF).

On March 12-15, 2009, more than 200 SMEs from all over the Philippines will converge at the SMX Convention Center to showcase their best products.

For the last 19 years, NTF has been bringing together manufacturers of the best and finest products throughout the archipelago.—Inner food for fashion, arts and crafts, furniture and home furnishings, toys, gifts, toys and holiday décor.

Wedding Expo on

THE LATEST EDITION OF WEDDING Expo Philippines is scheduled for March 7 to 8 at SMX Convention Center. The event is considered the biggest, most comprehensive and longest-running wedding fair in the country since the launch used for brand-setting products and services and suppliers in the industry.

More than 100 leading Wedding Expo Philippines will showcase the latest 2009 of The Philippines' most lavish respected wedding suppliers in a 5,000 square meter exhibit.

For details, call 3778783 and 4082555 or visit www.thenewsmedia.com.

Review for licensure exam scheduled

IN PREPARATION FOR THE LICENSURE examination for aspiring real estate brokers, the Professional Regulation Commission Board Real Estate Service (CRES) and reviews in Makati and Quezon City.

The Saturday afternoon sessions will be held on March 21, 28, April 4, 11 and 25 with special review on May 16, from 1 to 6:00 p.m. at Mam's Restaurant, near Brandstar Boulevard 2, Makati City. The Monday afternoon sessions, on the other hand, will be on March 23, 30, April 13, 20 and 27 with special review on May 11, same time and venue.

The Thursday sessions, meanwhile, will be held on March 26, April 2, 16, 23 and 30 with special review on May 14 from 1 to 6:00 p.m. at Mam's Restaurant in Gateway Mall, Araneta Center Cubao, Quezon City.

For details, call 9088181 or 7340018 or e-mail to benet@pacific.net.ph or benet.ph@gmail.com.

Seminar on soap making on

THE GOLDEN THRESHOLD SKILLS Development Program will conduct a one-day seminar on soap making on Feb. 28 from 10 a.m. to 5 p.m. in of the College of Social Work and Community Development, Magsaysay Avenue Center Diliman Street, University of the Philippines, Diliman, Quezon City.

Thanks to the document include sourcing of materials, costing and basic guidelines on how to start a profitable home-based business.

For more information, call KRISTEN KITTY and CHRIST or visit www.GoldenThresholdSkills.com.

(First of a series)

Q: YOU'RE ATTENDED SEVERAL SEMINARS on brand positioning and each seminar speaker had his/her own idea of what the concept means. So instead of coming out of these seminars with a clearer idea of what brand positioning is really all about, we ended up confused and with more unanswered questions than when we came in. We hope you can help us with our unanswered questions. Here they are:

1. What does positioning mean and what's the difference (if any) between brand positioning, market positioning and competitive positioning?

2. What is a positioning statement and what's the right way of composing it?

3. Can we present to our target consumers our brand positioning statement in the way that it was composed?

4. Why is it that one seminar speaker said we should not let the job of our advertising and not ours?

5. On the subject of repositioning or positioning change, another seminar speaker, a very impressive one, reminded us that brand positioning is all about brand values. But he said that changing positioning cannot be done by changing consumer values. She says only changing our brand differentiators versus competitors as a consumer priority value. Is this correct?

6. On differentiation, still another speaker said that it's bad to change differentiators values we're thinking of changing positioning, especially when our differentiator has defined our brand equity. In our case, we have changed the packaging because of our leading brand of baby milk. That's as often as one ad agency had recommended. Does this mean we ad agency client and have value it's recommending?

A: You raised important questions. They are currently the subjects of continuing debate in marketing. We'll answer your questions one by one.

So as to your first question, "What does positioning mean and what's the difference among brand positioning, market positioning and competitive positioning?" This is the most basic of all your questions. We want to tackle this because we have something new to say and share about this question.

Positioning is essentially another term for marketing. Brand positioning is made up of market positioning and competitive positioning. So brand positioning means motivating consumers to favor your brand instead of its competitors' Market positioning is about the first half of brand positioning, i.e., motivating your market to buy your brand. Competitive positioning relates to the second half of brand positioning, i.e., motivating the consumers away from competition.

Let's now talk some more about market positioning. As mentioned, that's basically positioning your brand to your market. What about your market specifically? That's about your target market segment's priority product values.

All the three necessary conditions for brand positioning. It states that you must position your brand on something important to your target consumers.

When you talk to your consumers, you'll find that there are many product values that are important to them. So you need to also find out how they prioritize these important values. What's the meaning of "priority product values."

Let's study this further.

The Serendyne example

On Serendyne's print ad last June/July 2008, Science Health Section, page B13, it was stated that Serendyne's market positioning is about preventing plaque build-up and other problems brought about by ignoring pain from sensitive teeth. Presumably, from among the many product values of consumer with sensitive teeth, Serendyne has identified this toothpaster value as its highest priority.

But suppose this is not so, or that consumers have changed priorities, what then? That's precisely the fundamental problem with advertising or positioning. When positioning your brand, you are assuming on the marketer's part that you've chosen the right product values and meet your target consumers.

Positioning is both marketer and consumer driven.

This is a critical assumption. It reminds you that you should always consider that positioning is both a marketer behavior and a consumer behavior. When you position your brand, that does not automatically translate into the consumer positioning your brand as you have positioned it. In other words, when you motivate, that doesn't mean that your target of motivating will be motivated in the way you intend. Your target consumers will respond or position your brand the way they want.

How are consumers positioning your brands?

So, if you were Serendyne's brand manager, for example, you should be prepared for two possibilities. The first is that it could happen that your assumed consumer priority is no longer so. Secondly, your target consumers may decide to position themselves as good for something else. This means that you should always check how your consumers are positioning your brand. If your positioning differs from your consumers', then you must align with your consumers' positioning or you risk failure.

What about competitive positioning?

When the Serendyne print ad said that Serendyne was effective for pain of your sensitive teeth better than "regular toothpaste," that is its competitive positioning. Serendyne's positioning claim or against regular toothpaste competitive brands.

In the same way that consumers may position Serendyne on another priority value than what you've positioned it, they may also position it against something other than "regular toothpaste" brands. What if those with sensitive teeth say that this is primarily a problem for dentists and not just for toothpaste? If so, truth is one, the consumer-defined competitors are the dentists while the marketer-defined competitors are the regular toothpaste brands. So to position against regular toothpastes is a flawed competitive positioning.

Beware of the two brand positioning errors.

The foregoing tells you that in brand positioning, you have to be careful about two fatal errors. One is the market positioning error of motivating on a consumer product value that is not a priority to your target consumers. The other is the competitive positioning error of trying to be better against a marketer-defined competitor that diverges from the consumer-defined competitor.

Next Friday we will tackle your second question which is not as simple as it appears.

(Keep your questions coming. Send them to brandstar@pacific.net.ph)

Marketing positions

LIFESTYLE Fashion & Beauty

RACKS
FLAME GRILLED • FALLS OFF THE BONE
Blackened Salmon Steak
fresh catch from the sea!

Recession-proof shopping—from plants to accessories to baby stuff

Time to check out Baclaran

By Jules Ramirez
Contributor

HAVE YOU HEARD OF THESE REASONS when you ask drivers why there is heavy traffic on certain days—"Baclaran kasi" for Wednesday and "Quiapo po" for Friday? Heavy churchgoing public is the common cause for slow traffic everywhere.

I visited Baclaran on a Monday and I was surprised with the absence of chaos. Stands around the church weren't clogged. Try going on a Wednesday and expect mayhem.

Welcome to Baclaran, home of the thriving underground economy south of Manila.

Baclaran love affair

I've been going to Baclaran since I was in kindergarten—it was only a walk away from our house in Tambo, Paranaque. There were the days when a kid could leave the house without his parents worrying that something bad would happen to him.

I was lucky to have been entrusted by my parents with shopping money early on, so that I could shop by my own rules.

In Baclaran, I'd buy my shirts, my miniature cooking pots where I honed my cooking skills, and my hobbies—goldfish and plants for my house that would eventually die anyway.

I sharpened my early fashion sense in Baclaran, even buying fake jock pots school uniform when the acceptable uniform was a plain polo. I preferred easily on to be part of the herd.

Fast-forward to 2009 and I still go to Baclaran for the same things. I go to Baclaran not only to shop but also to spiritually recharge at the Shrine Of Our Mother of Perpetual Help.

From the rich and famous go there every Tuesday midnight for their devotion—not my columnist Team Velez-Prieto, designers Rajo Laurel, Vittorio Rocha, Rajo Hercena and Edwin Oja, TV hosts Bob Aguilar and Boy Abunda, and the King of Comedy, Dolphy.

Baclaran has had its bad press, thanks to knock-offs, from popular brands to brand paper bags. The joke is, once a fashion trend is found in Baclaran stalls, it's time to shop that trend.

When Linda Evangelista did the Vogue cover in a Tom Ford Gil Bor Gaudar print,

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WAREHOUSE
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ON GREAT SELECTIONS
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MEGATRADE HALL 3
SM MEGAMALL Bldg. B

GORGEOUS glassware by Monique Lhuillier at the well-set dining table

BLOWING another year of my working ways away, as our heroes and host look on

ROBERT Lilja, grand chef of the Lhuilliers' resto, The Gastrotist

OUR HOSTESS and hers, Cebu's Queen of High Society Augustus Lhuillier and her husband, business magnate and French Consul of Cebu Michel Lhuillier, with me

Breathtaking view of the Lhuilliers' new mansion

WITHOUT BATTING AN EYELASH

Maurice Arnaiz

Photos by Alex Vian Hagere using **YBL** Photo Solutions

IT'S NICE TO BEAUTIFUL HOMES AND apartments in the US, Europe and Asia, darlings. But my dream house is the magnificent new home of beauty queen Augustus Lhuillier, a woman of substance, style and class, and her husband, business magnate and French Consul of Cebu Michel Lhuillier. Their home has a breathtaking view of Cebu's rolling hills, Mactan Island and a mountain.

I was in Cebu for the successful launch of the Shama Serviced Residences Ortigas-Pitic-Plaza.

Being the renowned host that she is, Augustus invited me over to visit Ui of my friends to a dinner sit-down dinner, in my honor.

"It's a belated, advanced birthday dinner for you, Maurice," she told me over the phone in Manila before I joined off to Cebu. Advanced because I'm being honored this afternoon smacks on the third of March and belated because my birthday was Dec. 22.

Driving up the mountain through phase 4 of Merlo Loma subdivision, one sees this humongous house all lit up like a flying saucer on top of Rizzy Mountain.

Our hostess welcomed us and, before Ipata Bautista, Marco Polo director of sales and marketing power-smart asset, could join the other hostess the Ilona Perlgrass champagne cocktails and canapés, I asked our hostess if she would give me and Lynn a tour of this gorgeous home, which took five years to finish. It was a privilege to be given a tour of the Lhuilliers' many mansions. It took us 30 minutes to tour the house.

There is a sprawling bar in the patio facing the tastefully blue swimming pool, a Jacuzzi close to it and manicured lawn with a view of the city below. Aside from the two or three living rooms, the ground has a dining area and covered patio, a kitchen that can make any hotel taste gross with every a average room for her others, designer's studio, office and guest's room, which is designed like a grand suite of a five-star hotel and displays paintings and antiques.

On the left wing is where the Lhuilliers have their grand master's bedroom with an incredible auto room. On the second floor, there are four grand suites for her children, Monique Lhuillier and her husband Tom Bugbee, who were visiting from Los Angeles. Yvette and her husband Pranab Patwa from Paris. There is an elevator to bring the luggage up and "for our foreo old age when we will need it," our hostess told us laughingly.

After cocktails we sat down for the exotically prepared dinner by executive chef Robert Lilja of the couple's popular signature restaurant, The Gastrotist. Other items they even serve Cibi Espaola and Pino.

Our host made sure we sipped the best of his collection of red and white wines from his own cellar.

Dinner was a healthy Artichoke and Salmon Salad, followed by the main Pancetta steak-cream soup, with seafood and potato bread on the side, the refreshing Mediterranean and cheese pasta, and the to-die-for main course, Organ Steak Florentine, topped with Pecan Green Peppercorn Sauce. Since I don't eat meat, the chef whipped up a thick risotto with delicate sauce and spinach. For finale, it was Mango Lusciousville with Pistachio Trifle. Our hostess said the divine and eyeful main from Royal Tradition were designed by Monique Lhuillier, no less.

This colonial mansion was designed by architect Yang Jacinto, under Augusto's guidance. The interiors were done by architect Conrad Onglao. Stylish working scientist, the exquisite Rosebud Sala, also helped out.

The guests included popular hostesses-to-regents and twin brothers Alex and Andre Klepp with good-looking wife Georgia R. Louie Thevenin, director of Les Amis de la France, French Cultural Institute and Language Center which Michel Lhuillier funds completely, and her wife, tall, sultry beauty Rimsybel Tamula T., formerly of Shangri-La Makati, and the vivacious, adorable Yolanda Mendezona, Cebu's foremost party stylist.

After a fantastic evening with the Lhuilliers and friends, we said our "thank you's."

It's no wonder the Queen City has Augustus Lhuillier as the reigning Queen of Cebu's elite assisted, darlings.

BEAUTY beauty Hennylou Sunia Thevenin, top party stylist Teresita Mendezona, feminine beauty Georgia Klepp, Augustus L., working socialite Rosebud Sala and Lynn Romero, Marco Polo Hotel Cebu's top asset

MEN OF STATUS: Debonair Louie Thevenin with good-looking twins Andy and Alex Klepp (far right) and Michel Lhuillier

TISSIA Dragon, Melanie de Leon, Dondi Gomez, Carol Garcia, Cheryl Bautista and Marivic Zobel

GORGEOUS Marcus, Hugo Zobel, JV Ejercito, Louie Ysmael and Bambi Singson

DEE ZOBEL with Henry Sy Sr.

YOLLA Zobel

Smile ambassadors

Coca-Cola, with the world brand Ranch, looked off a lab happening, darlings, when it launched one of the biggest do-ups of the year in a one-of-a-kind fashion show. Tons of guests rushed in anticipation in Unit 901, Quadrant 5, Block 6, along Bonifacio High Street. The venue was transformed into a hip underground warehouse club for the formal introduction of the Coke Smile Ambassadors, role-model teens who treat inspire the youth to live a life of "smiles" and optimism, pulangges.

Present at the event were Coca-Cola honchos like Kandy Anand, Expor Corporation's business unit president, and David Lyons, president and CEO of Coca-Cola Beverages Philippines, who gave a short speech, "assuring everyone of the company's commitment to continuously share positively." Then the gentleman with the Midas touch, brilliant Ben Chua, president of Ranch, joined the two for a toast "to the partnership of smiles."

The Coke Smile Ambassadors were all members of "KMP" '09— Anthony Bee, heartthrob and member of the "Mavgay" remake; TV sweetheart Kim Chiu of "Bituing Walang Ningning"; and prodigy-actor Gladys Magdayao of "Kambal Presents: Dragonza," darlings. These three youthful faces will remind everyone how beautiful life is when it's lived "with smiles, and with a Coke in hand."

And you, yes, you share the happy spot, pulangges, by checking out the newest Coca-Cola service items, public markets and other sales offices and redeem your prizes and smile shirts at any Ranch stores.

Someone asked me, "You mean this is only for the youth?" "No, pulangges, it's also for the young at heart," I answered.

Enrique Zobel Memorial Cup

The 5th prestigious Enrique Zobel Memorial Cup was successfully held at the favorite stable of the horse-y set, Hindu Polo Club. Presented by awesome PLE Gen Inc., the event gathered over 200 thi-thi polo-ers here, darlings.

At the low goal match between the Whites and Blacks, the latter dominated the game and bagged the cup. Final score was 7-3, darlings.

In the high goal, the Grays played well but the Reds reigned supreme. After 6 chukkers, the White team had the final score of 13-8.

A parade of chic-class cars was also held. Fourie's and Smith's lured the field named after the late Enrique Zobel. Everyone enjoyed the program and the occasion was capped by sumptuous cocktails.

The Zobel Cup was also sponsored by San Miguel Corp. and Wine Depot.

YOUNG idols Carlos Concepcion, Ben Nichols and Noel Domingo were spotted at Ranch Coke store.

HOTSHOTS toast to a smiley success. Kandy Anand, Coca-Cola Export Corporation's business unit president; Ben Chua, president of Ranch; and David Lyons, president and CEO of Coca-Cola Beverages Philippines

KRISTEN Pascua Davila (left) and Edouard George (above)

ENCHANTING Dee and Kim Chiu are Coke ambassadors for teens.

COKE smile ambassador Shaina Magdayao with Miguel Tanco

MARK FELIX, David Stirling, Dee Zobel, Brendalie Quinlan, Audi operations director Ramon Dimaculi, MPC president Migz Zobel, Baber Jobe (front) Anju Tarunco, Santiago Lakarde, Anthony Garcia and Cole Aguirre

Hats off to Amazing Prices!

Graduation Sale

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Domex P131.50

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Navel Orange P19.75/k • Pomkan P68.90/k • Fuji Apple P83.60/k
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• Upo P21.00/k • Baguio Cauliflower P39.90/k • Kangkong P5.25/tali
• Sunnysweet Lolo Rosa Lettuce P178.80/k • Sunnysweet Celery P113.40/k
• Sunnysweet Cabbage P174.85/k • Sunnysweet Green Ice Lettuce P131.25/k
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Makati Supermart Alabang • Manila Bay sa Commerce Ave., Alabang Town Center, Ayala Alabang Blvd., Alabang Muntinlupa • Tel. 850-7601 loc 2228 • Store Hours: 8:30 am - 9:00 pm

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No Sales Slips to be issued on sale items

Lab of beauty discoveries

By Bianca Consunji
Contributor

EVERY YEAR, DOZENS OF NEW SKINcare and makeup brands enter the market. Inevitably some brands fade into oblivion as others answer beauty cause in, with each offering new formulations for tarnished beauty products.

Then there are those brands that last the test of time, managing to get better as the years pass. Avon, a favorite of women worldwide for decades, is one of those lucky brands.

A pioneer in cosmetology, skincare and fragrances, it recently introduced a fresh batch of products to the market in an event at The Peninsula Manila called "Avon Laboratory of Beauty Discoveries." Hosted by Angel Aquino, it led guests on a journey through three different avenue that introduced various products.

First stop was a hotel skincare clinic conducted by Dmitri Pshelitsnev, senior manager of Avon's research and development facility in New York. He taught guests how to use the Avon Clinical Rejuvenating Peel, which gives the beneficiary a dermatologist's glycolic peel in the comfort of home.

"The product is designed to banish years from the skin with surgical precision by lifting, firming and plumping skin," Pshelitsnev said. "Women often go to the dermatologist for this, but the cost can be prohibitive. This is our solution to it."

Color workshop

The next stop proved to be the favorite of many women, as it involved a color workshop with renowned makeup artist Lala Florit and Avon Color ambassador Angel Locsin. Guests were invited to play with lipstick, eye shadow, lip gloss.

The brand unveiled its latest color product, the UltraShimmer Rich 24K Gold Lipstick, said to be enhanced with 24-karat gold for a shimmery, sparkling effect (without the sheer feel, of course).

"This is a really indulgent treat for your lips," said Florit as the demonstrator of the Summer 2009 makeup trend set. Locsin, "This summer, the look will be all about the indulgence and shimmer of gold. It's all about radiant beauty."

The last stop was a visit to the fragrance lab, where Badia Aguirre, Southeast Asia cluster category head for fragrance, demonstrated the anatomy of a fragrance to journalists (and anon-ones). And Play Test Play For Him and For Her captures the free-loving spirit of the young," said Aguirre. "It's really the essence of fun."

Lala Montenegro and Nikki Gil, who lead disguised chemistries as mad scientists toying around with various chemicals, were eventually revealed as the celebrity endorsers of the fragrance.

"Avon global leader in direct selling and beauty products, Avon provides women worldwide with innovative products that deliver great benefits at great value," said Avon Philippines president and general manager Bob Brinkhus.

AVON top honchos with their celebrity brand ambassadors (L-R): Avon Philippines President and General Manager Bob Brinkhus, Nikki Gil, Angel Locsin, Lala Montenegro, and Strategic Alliances and New Technology senior manager Dmitri Pshelitsnev

Time to check out. . .

From page C1

are blouses with matching skirt (back in 2003), six months after the magazine's re-launch, Bachelors chefs were carving peasant blouses in all colors — so, we'll see the square-necked tunic—proof of the power of Chinese mass production and the retailers' merchandising skills.

Two Christmases ago, I gave my mom a pair of Marc Jacobs' Mickey Mouse flats, and no, I didn't pay $100 for them. I thrifted one P900 in Bacloran and she was so happy when she wore them to church.

Ins and outs

Leave the glitzy outfits at home in Bacloran, look dressed-down so you're no magnet for pickpockets and hold-uppers.

Bacloran centers allow Tuesday, Wednesday, Thursday and on weekends. Just like Divisoria, there are high-rise shopping malls such as Bermo Shopping Center and Smoker Fashion Haven.

But the best deals can be found on the sidewalks. Shopping starts from Aduo Boulevard all the way to Airport Road on Wednesday, when Teh Avenue is basically closed.

Galleria De Bacloran burned down a year ago. The new mall just outside the LDU Bacloran station will open soon.

The streets around the church are choked with stores selling various items, from school uniforms to bedroom sets.

For those looking for garden plants and orchid supplies, check out Bayanihan Flower Area/ Mac's. It has ferns, mums, calla lilies and orchids. There is even a pet shop that sells lovebirds.

Bayanihan also has curtains and baby supply stores.

After a day of shopping, go to the original site of dampa-style eatery, the Seaside Market, or the many lechon places, including the unconditional Lydia's Lechon.

Bacloran is here to stay, whether the economy is good or bad, especially if bargain shopping is the main order of the day.

BOSSES

FASHIONABLE! Jersey dresses paired with wide belts

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Editor Thelma Sioson San Juan
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Van Hagen brothers exhibit photos, copper etchings

DUTCH BROTHERS ALEX AND Hal Van Hagen will stage "Van Hagen & Van Hagen: Brothers in Art 2," an exhibit of striking photographs by Alex and exquisite copper etchings by Hal.

Presented by Solaa, the exhibit runs March 5-10 at the Gallery of The Peninsula Manila.

A mainstay of Manila's high-profile social gatherings, Alex is a leading photographer who beautifully captures the faces and memories of each glamorous event. Hal will exhibit landscapes, cityscapes and still life, inked on his travels all over Europe and the Philippines.

Hal, it is accomplished in his etchings. One of the founders of the Etcher's Club of The Hague, Hal made his first etches as student at the Royal Academy for Arts and Design at The Hague. Among his favorite subjects for his copper etchings are books, monuments, coins and bulls, sheep, architecture and history.

UNTITLED

Part of the proceeds will benefit the Pasil Life Foundation, an education advocacy organization.

"Van Hagen & Van Hagen: Brothers in Art 2" is sponsored by The Peninsula Manila, Philippine Tatler.

Spring forward

Check out this season's most wanted dresses!

Textured LWDs

Skin-baring LBDs

Soft pastel dresses

THE WORLD'S favorite season is the spring," wrote novelist Edwin Way Teale. Perhaps for the fashion world, it means shedding off winter layers and donning the bright colors of the much-awaited harvest season. For many, it means a new outlook in life.

This coming season, many designers have opted to stick to wintry hues of white, gray and even black—but lifted with fun and breezy lightness.

One little number that always catches my attention is the LWD (Little White Dress) that can be worn in various sophisticated ways. Before we jump for spring (we're talking of trade season, not our climate) but for summer as well, the LWD can be worn day to night.

Our friend seeing the white light is Calvin Klein. Its Spring 2009 Collection explores the LWD in different geometric shapes. Many of the pieces were described by fashion journalists "as if they were pressed over orders." Thin seams, short sleeves on dresses or jackets in three-dimension patterns. The shades come in cool nude, white, icy lavender and powder blue.

Next door at powerhouse Chanel, Karl Lagerfeld decided to celebrate spring with his version of modernized rock-and-roll dresses. "Inspired by a graffiti portrait by (French painter) Marie Lanvenerie," Tweeds, bows, camellias and lovely cocktail wear were in wintry palettes of black, white, gray and metallic. Some fingers were even worn with bows and frilled cuffs/gloves sleeves.

Mabuhay!

Jessi J. Epperson

Chic, classy numbers

Hermès had other ideas from Jean Paul Gaultier. Looking Nice, Gardner studied the whip and kept Hermès' equestrian tradition by showcasing sweight shoe across the blues (seen like birds and dark browns). Chic classy numbers were dressed by supermodels Stephanie Seymour and Naomi Campbell.

Pièce-de-résistance, a creative but is a sophisticated accessory. Think of a glamorous appearance with Hermès' classic scarves used as headdresses, square-cut cashmere hats and slinky jersey-like dresses, suede riding boots and even a (gasp!) Birkin/Kelly bag.

The good news: Hermès is not bereft of its own spring fever. One local label that is fast becoming known among the fashionista subculture is Luxx, designed by sensorial makeups and fashion maverick Divine Luz and David Milan. Their choice pieces could pass for designer garb. The difference? They carry crisis prices.

Luxx is affordable luxe for the woman with sophisticated and modern taste. Luxx's collection boasts beautiful separates without the heavy price tag. Its cuts are bold and welcome a multifunctional wardrobe with their wide selection of dresses, tops, skirts, pants and jackets in rich fabrics, consistent fit and exquisite details. Shown on these pages are some of the beautiful compositions from the brand.

So spring forward, everyone! Time to shed off that old outlook and dip into a new outfit.

E-mail the author at jjhall.inq@inquirer.com.ph.

Luxx is located at the Ambassador Area of Rockefeller Mall in Rockwell and 2/F Eastwood Mall, Eastwood City. For inquiries, call 4668888/6767.

Swimwear styles evoke freshness and elegance

FOLDED AND RING SWIMwear collection consists of a swimwear collection that evokes the elegance of the late '50s and early '60s but with a contemporary fresh and sexy young look.

The collection aims to flatter a woman's natural shape while allowing expression of individuality. Swimsuits in classic cuts are enriched with fascinating detailing/details.

Layering details and playful

SPORT ACCLAIM cut

MELTED white maillot

FOLDED and RING bandeau

FOLDED and Ring bandeau

Van Hagen brothers exhibit. . .

DISCOUNTED stylish undergarments

Underwear sale until Feb. 28

BOHEMIAN 10-partment Drive is holding its "Underwear Sale" until Feb. 28.

The sale offers stylish undergarments at discounted prices. On sale are Bachtleze, Seven and Triumph.

There are many styles to choose—from seamless and racerback bras to bra-less bikinis, bandeaus, mix-and-match tops with matching lace-trimmed bottoms, mid-rise hipsters and tangas.

There are panty concealers with designs ranging from those with full coverage to those with lacy feminine details, also seamless panties that give a smooth appearance when worn with fitted jeans.

Hollywood Fashion, meanwhile, has stylish yet functional pieces that provide not only a sexy fit but a sleek and sexy look as well. These include Bodyshaper Fashion Tops (ideal for daring clothes), Behind The Beauty Knees (which give full support for bravery), and Hook-ups (which hide you in sexy tubes, teasing halter tops).

Men's underpants are also available, for those who prefer sexless pieces, athletic shirts and sneakers look from Jockey are good choices. They are stylish and sport the ultimate sauci look like cotton spandex bikinis, trunk-style bikini briefs and string bikinis for the more daring ones.

Strikes, accessories, other luxury and briefs that fit just right. They are available in bright bold colors ranging from simple to exotic prints and patterns.

Check out underwear pieces that provide extra support for those who engage in sport activities and strenuous activities. Undershirts, body-hugging brief, V-neck shirts and briefs to be worn with loose jeans are also available.

Hot underwear, sexy lingerie, sensuous bras, panties, bodysuits, bustiers, corsets, garters, stockings, camisoles, chemises, teddies, negligees, robes, sleepwear, swimwear, sarongs, cover-ups, sandals, shoes, boots, slippers, hosiery, hats, gloves, scarves, jewelry, handbags, wallets, belts, sunglasses, watches, perfumes, cosmetics, skincare products, hair care products, bath and body products, and fragrances.

Visit www.underwear.com.ph.

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LIFESTYLE Fashion&Beauty

(FASHION) black suede collar cropped vest, Bounty purple sleeveless tank top w/ silk combination, Victoria's gray midi tweed pants, all from Rustan's

Maggie's design, art—and happy way with people

She trained in both fine arts and architecture, worked on a Frank Gehry project, and she makes all this seem easy and natural

FOR A PERSON WITH innate design skills and a love and instinct for art, marrying the two is effortless.

Maggie Go is a graduate of the Rhode Island School of Design (RISD), with degrees in both fine arts and architecture. Commonly known as the "Harvard" of art schools, RISD has the reputation of giving the highest workload of any college in the US, thus making Maggie's double degree truly an accomplishment. Considering, also, the fact that applicants must complete the school's "admission" hurdle too—three drawing assignments...and that only 35 percent make it to freshman year, one feels appreciative how Maggie handled the school's tough application process and curriculum.

With its 45 galleries housing 60,000 works of art and its international mix of students, the school gave Maggie an endless source of inspiration. Living in New York also exposed her to beautiful architecture. Her favorite being the landmark Chrysler Building.

Her background and exposure served her well in her stints in New York and in Los Angeles, where she worked as project manager on a Frank Gehry project with Lockheed in Hollywood, and Associates.

Reflecting her way of thinking, Maggie's design aesthetic is contemporary clean and sleek, shunning clutter. She has a way of combining materials, mainly glass, wood, natural stone and steel. She thinks it's important that her clients actually experience the space and "feel" its texture. She's a versatile architectural designer for restaurants, corporate interiors, and select homes. Maggie's strong suit being the detailing.

Dressing is also what she looks for in clothes. Years of living in New York developed her taste for designer clothing. She preferred '80s designers over Yohji Yamamoto and Jean Paul Gaultier. These were designers whose works were three-dimensional, textured and sculptured, bursting the mold used by designers in earlier times. In the '90s, she favored Prada and ... she never looked back.

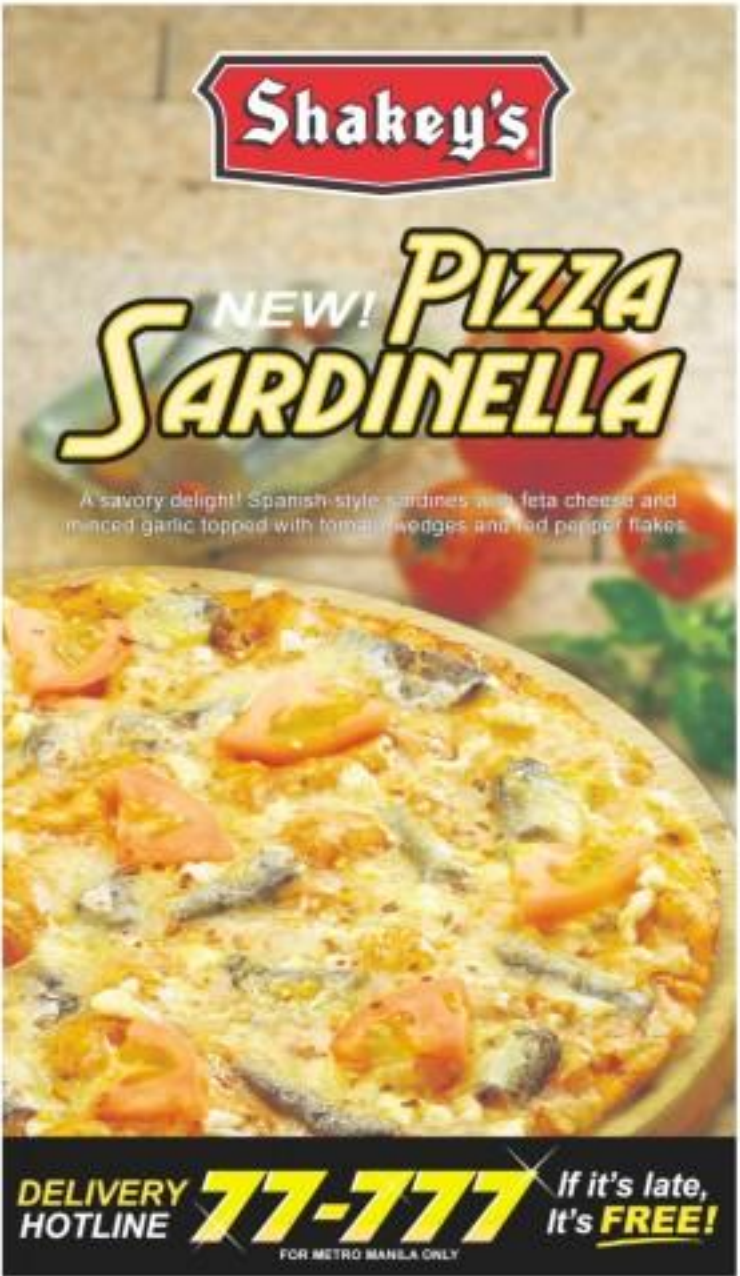
If she could choose one designer for all her clothes, it would definitely be Prada (SHOES) included!. Joseph Mauri and Marc Jacobs are among her choices as well.

Starting to rank in job titles, she likes her clothes to be casual and comfortable, but still stylish. Nowadays, she is more particular about bags and shoes, rather than clothes because, as she says, one wardrobe does not let one leave to a fashionable way, unlike to wardrobes with four seasons.

Handout to the

The Working Class

Bea Silapan Go,
Contributor



WHITE LIGHTNING STRIKES. Anne Hathaway wears Old Hollywood style by Armani Prive.

Glamazons keep it simple, safe—evident of marked maturity in design, editing. We do trendspotting —and trainspotting

VINTAGE ADVANTAGE. 18-year-old gown is draped nude by Pierre Balmain worn by Penelope Cruz.

BLUE-WHITE MULTI-PLEAT COUTURE. Marisa Tomei in a new gown by Donatella Versace.

KEEP IT REAL. Jennifer Aniston in silver-white couture dazzle by Valentino.

The Oscars goes Obama-real

By Larry Lerma
Guest Writer

THE RED CARPET IS PERHAPS THE most dangerous catwalk on earth. An hour before the 81st Academy Awards Sunday night, there was fashion gobbledygook on the red carpet, which had turned into a gauntlet as evening attire, jewelry, hair and makeup were scrutinized by an unforgiving fashion press.

The fashion mirrorers were those who kept their looks personalized and trendy.

So Hollywood seemed to step on a minefield. 300 million eyes were glued to the TV, taking in the couture confessions. Some stars could claim victory in name—Brad Pitt and Angelina Jolie (emerald drop earrings) were tops. Others bombed (Miley Cyrus' couture vagueskirt).

Fortunately this year, there were only a few moving style violations.

The gowns and tuxedos have achieved a marked maturity in design and editing. Call it "compelling simplicity" and "shoulder honesty": Those were the buzzwords of Oscar fashion as used by industry giants Valentino, Badgley, John Galliano and Elie Saab. The necklines to linen gown strapless or one-shouldered. The looks reminded historians of Old Hollywood.

Important: yet minimal fine jewelry by Chopard, Van Cleef & Arpels trounced the Big Necklaces and Drop Earrings as classic jaw-dropping accents. Makeup looked natural and golden, hair was sparsely or bad Bogart waves. The overall look was polished yet young and sexy.

The major fashion trends and the actors who wore them:

COUTURE COLUMNS: natural women-into goddesses. They were architectural in cut and fit, their fabrics in matte chiffon or crepe or shiny satin and silk. Dominant were black, all shades of white (ivory, buff, blush) and red-carpet red. Other hues: metallic colors were prominent. Most, many gasped at pink, and the new trend about copper.

And the Best Dressed Awards go to:

1) Angelina Jolie in black strapless chiffon by Elie Saab, paired with large emerald studs by Lorraine Schwartz

2) Natalie Portman in bubble-gum pink tulle by Rodarte

HEAVENLY FIT. Halle Berry in black drape-d nude by Marchesa.

SURRENDER THE PINK. Natalie Portman in bubble-gum pink chiffon by Roberto

STATEMENT NECKLACE. Amy Adams wears big bejeweled collar by Fred Leighton.

DROP-DEAD EARRINGS and matching ring by Lorraine Schwartz worn by Angelina Jolie. Note the ring evening-classic.

NECKLESSE BELT. Jessica Biel keeps her gown behind in gold.

BLACK AND BLUE. Strokes-dead silk chiffon gown with train by Badgley worn by Reese Witherspoon.

BOUFFANT BALL GOWN. Marion Cotillard wears strapless beaded ball gown by John Galliano for Dior.

MICHELLE OBAMA NECKLINE. US First Lady's enthusiasm in one-shoulder gown by Azzedine Yves Saint Laurent by Stefano Pilati worn by Kate Winslet

Sandler gown by Badgley

3) Anne Hathaway shimmering in square sequins by Armani Privé

4) Tilda Swinton in gray and black by Albert Elbaz for Lanvin

5) Alicia Keys in Blue by Giorgio Armani

6) Heidi Klum in lipstick red by Reichard Hansen

7) Frieda Pinto in electric-blue lace by John Galliano for Christian Dior

8) Robin Roberts in coral orange by J. Crew

9) Melissa Leo in copper silk chiffon by Badgley Mischka

10) Jennifer Aniston in silver bugle beads by Armani Privé

Ball gowns

There stars were the big ball gowns in patterned tulle or brilliant satin shirts. This had label-dominate beadwork, appliqués and no jewelry and deep earrings (or colored diamonds). The waist accessory was a fabric-covered or patent leather belt. The best in this were:

1) Sarah Jessica Parker in barely waist-beaded tulle by John Galliano for Dior

2) Reese Witherspoon in black and blue draped-and-beaded knit and chiffon by Badgley

3) Penelope Cruz in a 60-year-old Pierre Balmain draped, scalloped and beaded tulle ball gown worn with perfect pink diamonds

4) Marion Cotillard in black and pastel-blue ball gown by John Galliano for Dior

5) Sophie Evans in ivory-color ruffled organza by Valentino, who was a guest in the ceremony

Mermaid gown

Another trend was the difficult mermaid gown. Blame it on Barbie who has turned 50, but some stylists decided to pour some actresses in floor-glass bodices with exhilarating fish tails. This style is hard to get away with unless you're Beyoncé. Here are the ones who endured this serpentine style:

1) Vanessa Hudgens in black satin and tulle by Marchesa

2) Beyoncé in printed black and gold cotton sateen

3) Nicole Kidman in beaded Chanel

4) Diane Lane in black-colored Bolco & Gabbana

5) Taraji Henson in yards and yard of nude-colored organza by Roberto Cavalli

Trainspotting

Finally, the hardest style to wear I still call encompassing because of the extra yardage you must drag all night while smiling (nobody would rap on it or worse, rip).

This style is so last century for it is not comfortable and will need at least two assistants to wear. Those actors who dared were:

1) Marisa Tomei in rectangular black-colored organza by Donatella Versace. The gown seemed to swallow her. It seemed the day of the Oscars.

2) Meryl Streep in dove-gray off-the-shoulder by Alberta Ferretti

3) Queen Latifah in ivory blue with rhinestones (she looked tight yet she had a complete Cyrano).

4) Kate Winslet in blue and black satin with appliquéd tulle overlay by Atelier Yves Saint Laurent by Stefano Pilati

5) Amy Adams in teal red with black piping by Carolina Herrera, with a big collar of stones by Fred Leighton

LONDON FASHION WEEK

Modest necklines, strong shoulders

Designers create timeless looks that can weather the financial storm

DESIGNERS AT LONDON FASHION week greeted the global economic downturn with collections that weaved toward conservative necklines and tailored looks with a few splashes of sparkle.

Vivienne Westwood's unruly schoolgirl-inspired Red Label collection was the notable rebel in a series of shows that shunned the excesses of past few years.

Many kept necklines high and stuck to more timeless, wearable pieces they felt suited to the financial storm, while emphasizing the dresser-less person-hi woman.

Aside from high necklines, there was also a strong focus on shoulders, which tended to be wide and square in the 1980s power dressing style that has also appeared on the New York catwalks this season.

Designers Roberto Macdonald showed blazers with exaggerated shoulders that curved upward, while retail chain Jaeger incorporated the power shoulder into boxy, cropped jackets, suits and dresses.

Several designers balanced the use of more masculine shapes with flowery prints.

ELEY Kishimoto

JULIEN Macdonald

Sophisticated sparkle

A subtle touch of glitter and sparkle also gave the thumbs/Winter 2009 collections sophistication without being brash during a time of economic downturn.

Jaeger's designer Karen Boyd offset her collection of mostly beige and black shades by dressing models in crystal cuffs and necklaces draped like shards of glass.

Nicole Farhi used glitzy embroidered sequins on trousers, jackets and dresses, while Macdonald used rhinestones on gowns to look like bursts of stars.

Camilla Stanley and Orla Kiely's collections took on a military theme.

Known for her frilly pleated dresses, Stanley said her designs for next season had taken on a harder silhouette, as models strutted their stop down the catwalk with military-caps perched on their heads.

Stanley, whose models paraded beneath the exquisite chandeliers of the Claridges ballroom at London's expensive Mayfair neighborhood, showed a collection strong on khaks, with tasseled epaulets and cuff military coats.

VIVIENNE Westwood Red Label

BETTY Jackson

JAEGER London

CHRISTOPHER Kane

NICOLE Farhi

Secret to fab hair

FOR LUSCIOUS AND FREE FLOWING LOCKS, use Bed Head's Superstar. Its cuticle-free shampoo is color friendly and adds extra and unsticking fuel. The conditioner hydrates hair at the same time, making it fuller and smoother. Keep hair tangle-free with the Superstar Leave In. And its essentials that fab look, Superstar Hairspray should do the trick.

Superstar is available at Emphasis Salons, Essentials Salons, Bonemart, Salon de Tiffany and select hair salons nationwide.

Nail artwork

Make your nails a canvas for bold colors and fresh, original artworks. Touchtone this, use high-quality, long-lasting and rich-textured nail polish like Bobbie Nail Canvas from the Bobbie Nail Care line. Try Bobbie Red Crème in Pure White, Mod Beige, Mojito, Ming Ming Margarita, Vodka On Ice, Pink Lace, Chestnut, Garland and Candy Cane. Bobbie Nail Canvas is available in all Western Personal Care stores, Robinsons Department Stores, Rubinsons De-partmarket, Mercury Drug Stores, Puregold outlets, Shoppesian outlets, and other leading drugstores, convenience stores, supermarkets and department stores nationwide.

Vanity Basket

Minimize pores

Actress and equestrienne Mitos Cojuangco-Jaworek stays fresh and beautiful even without makeup with new Bioblendtive Pretfect, a complete range of skincare products from Rubelle Direct Selling, specially formulated to minimize large pores for softer, flawless skin.

Lightening skincare

Pond's introduces Flawless White Moisture Lightening Day Cream. It lightens and helps reduce dark spots and blemishes in seven days. Available in all leading drug stores and department stores nationwide.

For softer underarm hair

Nivea Extra Double Effect contains avocado extracts and high amounts of moisturizing lipids that help make underarm hairs softer so they are less resistant to the razor blade and can be shaved more easily.

Grooming items for men

After a long absence from Beauty Bar's shelves, personal care line Anthony Logistics for Men is back. The product line is broken down into four core areas: Face, Shave, Body and Hair. In the Philippines, Anthony Logistics for Men is exclusively distributed by Stores Specialized Inc. The brand is available at Beauty Bar in Power Plant Mall, Greenbelt 5, Shangri-La Plaza Mall, The Podium and Trinoma.

FEED YOUR SKIN

Alagaan ang kidney with KIDNEY MAX
Tulong laban sa UTI • Sakit sa Bato • Komplikasyon sa Diabetes at Hypertension
P18 /capsule, once a day
KIDNEY MAX

VEEVIENNA purple soft corset-sleeve sleeveless blouse, Banana Republic black pencil skirt, all from Rustan's

SAKEQUAMONE black satin midi cropped zip jacket, Vivienne purple sleeveless mock-T silk blouse, Vivienne grey wide band pants, all from Rustan's

Mav Rufino's renaissance

By Margo C. Enriquez
Contributor

LIKE A SHIP'S PORTHOLE that offers invigorating vistas, painting serves as an inspiration on a journey. In artist Maria Victoria "Mav" Rufino, nature and space provide a serene ambience for prayer and conversation, with a cornucopia of symbols that articulates simple but profound truths. The power of her imagination is revealed in her works that present glimpses of spiritual insights. Her canvases convey the message that we are artists whose ships in life itself and that love and letting go are universe deeds that help make this world a better place.

Rufino will launch her 15th solo art exhibit together with the book launch of "Romanza," a collection of poetry by National Artist for Literature Virgilio Almario, whose book contains her works.

"This is my reminiscence after an absence from the art scene," she says. In the past four years, Rufino went through a rough patch. When her husband, former Bangko Sentral governor Rafael "Peping" Buenaventura succumbed to an aggressive form of cancer at the tender age of 58, she put her career and art on hold to take care of him, especially during the long stays in Stanford University Medical Center. When he was in remission in California in 2006, he encouraged her to paint again and bought art paper. They planned to do an interactive painting which would be presented in a future exhibit. However, 2006 became a double whammy year when Rufino suffered two losses: her brother Jose Mari and then seventeen. A year later, she met a fatal accident while driving in Subic. Between the tragedies, she was downscaling her life, letting go of luxuries such as frequent foreign trips, a house on the beach, a swank condominium, downsizing the office and selling items with people. Letting go meant lessening corporate entitlements, material possessions and the status quo in her life.

Rufino then went to her first passion. "Painting gives me the inner strength despite all the pain I've had," she says. Her outside interests how she's evolved from nurturer, manager to artist. Among the canvas boards, rainbows, colonial lights, galaxies, waves and shooting stars. Evocative of the sea and sky, blue is a dominant color that symbolizes tranquility. "I am in that stage of acceptance and healing," she says.

Tribute to Buenaventura

The centerpiece of "Romanza" is "Grand Illusion," a quiet tribute to Buenaventura.

"Peping was self-made and successful because of his talent, work ethic, integrity and generosity of spirit. He was most supportive of my art and my career choices. He helped me mount my shows...he literally set up the frames and wiped the glass, and ensured me when I bought paints and papers. He held an umbrella to protect me from the sun when I painted. I'll large-scale outdoor murals on walls which took me three years to complete. Now, weekend, he would search and photograph my murals at every stage and let me drive during my shows. Peping treasured my large canvas before he died. It remained blank all this time. Then in last January, I picked up my brushes and painted bright reds, oranges, yellows and greens," she says.

A sparkle/speck of sphenon in yellow-gold represents the lifeline between light and life. The red, dish-plate ochre symbolizes the soil or renewal of life. The muted painting calls/woos connecting the earth and the sky when she become more involved as a board director of the Red Cross in the Makati and Rizal chapters.

"When I paint, I meditate. That's my form of my prayer. It's a very intense experience. I feel the divine hand is just moving me the instrument. After completing a painting, I ask myself, how could I have done this?"

Her recent works also include a diptych of moving colors of pearls and pink, titled, "Exuberance." "These are symbolic of a new life, and the new interest in living and creating," she explains. "There's movement of energy in my works which look like waves. Ones were from my puppy fields set so dilled that they look like waves."

Her paintings are also incorporated into lifestyle goods such as t-shirts and totes. Rufino loves to carry a canvas tote which has a painting of a horse and a butterfly like says that they are suggestive of her personality—she can be serene, courageous and noble like the horse yet fragile, free-spirited and creative like a butterfly. A divider features her sunflower series while a wrought iron table is topped by a glass exhibition of a local painting. Lamp shades are dressed in handcrafted capiz.

Aside from painting, she an of sunflowers or painting other people's favorite babies her ears is also to one of her attributes. Rufino serves the Red Cross Makati and Rizal chapters, the PLDT Smart Foundation, St. Mary's House and Sorority Center for abused women.

"From my parents, I learned selfless oblige—those who have more in life should share their talents and blessings. No matter how much I have, whether it's a monetary amount or a windfall, I always give. It's the principle of tithing. It comes back a hundredfold in ways I can't imagine. Whether it's in people or spiritual income or a material reward. Whenever I'm in a situation, help comes out of the blue. Let's say I didn't plan it in the budget. Suddenly, school arrives such as a dividend that I never counted on. Out of the blue, God sent it."

Selflessness doesn't need any secret. Rufino says it's actually a blessed bestowment of the self, providing what we give more than we take.

"Romanza" will run at the Boulevard Gallery (entre Level 3G, 28 Prospero and Ego to St. Mary's House and Dorm's Center.

MAV RUFINO: "My friends call me I look younger now (turning 57 in April). It's probably because I've an artist and I celebrate only when I have a show."

VEEVIENNA purple soft corset-sleeve sleeveless blouse, Banana Republic black pencil skirt, all from Rustan's

Maggie's design . . .

From page E1

Maggie Sotiangco-Arejola with her varied interests. Born athletic, she's into gymnastics, tennis, skiing, and diving, and in her student years was captain of the hard court and track-and-field team.

A diehard Rafa Nadal fan, she never misses his matches on TV and always hosts viewing-party channels for friends, who are lucky to savor her cuisine.

Maggie is also a foodie, who not only enjoys good food but can also whip up mouth-watering goodies in the kitchen. Italian cuisine has become her forte after she spent one winter in Rome. Her dynamic always get a resting of 30 from friends and her cappuccino, but otherwise critical, brothers, who go to her business to frown at her dishes should they fall below par. Growing up, she loved to try out all kinds of dishes with them—and on them.

Nicknamed "Tawny Cuttlefish" by eldest brother Jeff, Maggie is loved by family and friends for her easy-going and positive disposition. Her laughter is contagious. Her young daughters—a trademark—make people feel easy with her. She's sensitive to the needs of others and sometimes puts them ahead of hers.

Maggie lives and breathes design and art. But even as she finds her needs very rewarding and satisfying, what makes her feel absolutely fulfilled is living and breathing the love and closeness she has with family and friends.

MC MS Couture purple chiffon multi-color dress from **SM Department Store**

UST faculty awards

THE UNIVERSITY OF SANTO TOMAS, WITH the UST Faculty Union, will give out the Dangal Awards, which recognize faculty achievements in teaching, research and community work today. 8 a.m., at the UST Miniature Auditorium. The awards, hosted by Fortunato Sandiego, president of the faculty union, will be given out during a faculty anniversary. Speaker is the colloquium is Alice Gold Villadolid, journalism professor at the UST Faculty of Arts and Letters and former Philippine bureau chief for the New York Times.

Vienna New Year concert

The Johann Strauss Society of the Philippines presents the Vienna New Year Concert on Feb. 27 at the ballroom of Mandarin Oriental Manila. Cocktails will be served at 6:30 p.m. and the concert will commence at 8 p.m. Austrian conductor Ernst Hatzl will conduct the Manila Symphony Orchestra which will perform Strauss waltzes and polkas. Call 7439888.

Play on Jose Laurel

In commemoration of the birth anniversary of the late Philippine President Jose P. Laurel, writer-director Francis Villacorta will present "The Jose P. Laurel Story" on Feb. 28 at UP-Diliman. Call 9818000/9981 or 9294904.

GOINGS ON

Mall sale

Robinsons Malls celebrates Summer Lovin' on March 13-15. Discounts are up to 60 percent.

Trade fair

Manufacturers and Corporations offers soap, body oil, massage gel, vapor rub, lip balm, sun block, insect repellent, lotion bar, bagoong shrimp paste, honey and lukanay-hub (sweet condiment). On March 12-15, MLC will join other SMEs at the SMX Convention Center for the National Trade Fair. Call DTI-IM's Special Projects Division at 8510206, 501 2201 local 2270 or e-mail spmjuckdti.dost.com.ph.

ASIANA AIRLINES IS 2009 AIRLINE OF THE YEAR
Asiana Airlines (OZ) has won the 2009 Airline of the Year award from Air Transport World (ATW). The distinction comes as Asiana celebrates its 21st year in aviation, becoming the first Korean carrier to be distinguished as the world's best airline in 60 years of Korean aviation history. According to ATW, Asiana was recognized for its commitment to passenger safety and operational excellence as reflected in industry leading dispatch reliability and engine inflight shutdown rates. Asiana Airlines president and COO Young-Doo Yoon accepted the award at the ATW Gala at the Ronald Reagan Building and International Trade Center in Washington, DC.

Fundraiser for Red Cross

The senior marketing management students of St. Scholastica's College Manila will conduct a fundraising event for the benefit of the Philippine National Red Cross Disaster Management Services on Feb. 28 at Warehouse 1 2b in Makati.

Golf tournament

Coca-Cola Foundation Philippines embarks on a new project called "Rainwater is Life." The program aims to provide water for communities where fresh water is scarce. Kicking off with a hospital that the Coca-Cola Golf Classic, which has been lifted six 1 little Red Schoolhouses through the support of the business partners and tournament sponsors, will also help provide available source of clean water to disadvantaged communities. The 6th Coca-Cola Golf Classic will be held March 28 at the Orchid Golf & Country Club. E-mail coke.foundation@cfp.com.ph.

FAME finals

The Department of Tourism presents the 2009 FAME Philippines Regional finals to be held at the Centerstage Cinema, SM Mall of Asia on March 28. Today/reserve tickets by or to www.ticketnet.com.ph or call 911 5555.

LIFESTYLE Fashion&Beauty

Making your falsies truly you

Global financial crisis no excuse to relax grooming

Your Idols onstage at SM City North Edsa

Martin Nievera kicks off an 8-day stretch of appearances by musical performers Journey, Rachelle Ann Go, Ariel Rivera, Sinsuekat, and the hero of Pinoy Rock, Bamboo, all at SM City North Edsa from February 28 to March 8.

Fandom gets a solace from the Madman as he signs autographs before taking center stage, and soon after, rising star Arnel Pineda will rock The Block with Journey, while solo performers Rachelle Ann and Ariel will put romance to music — all in The Block at the new SM City North Edsa. Across the way, Sandy Ramirez and opening act Sinsuekat are bound to bring the Annex down as the last but not least of this musical ensemble, brought to you by the northern destination that offers you Close to 1000 Ways to Shop and Dine.

Check the list below for your scheduled dates and times for seeing your favorite singers.

The Block

Feb 28
Martin Nievera
Autograph Signing 4pm

March 3
A night with
Journey Premium 2pm

March 7
Rachelle Ann Go 5pm

March 8
Ariel Rivera 5pm

The Annex

March 6
Bamboo
Sinsuekat 8pm

The new SM city north edsa

GARFIELD

JL LIPIN

FUGGO BARDY

DICK TRACY

LOVEHONOTE

JAMES BOND

DIVINE COMEDY

BABY BLUES

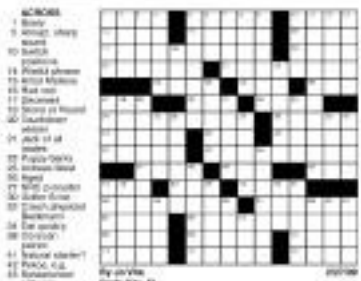
ATOMO AND WEBBY

PULIDOK

KIKO MACHINE

BEN

DAILY CROSSWORD



HOROSCOPE

BY FRANCES DRAKE

CONCEPTIS SU DOKU

Conceptis Sudoku

By Dave Green

6				3		7		5
	5				6		4	
3								
	8		7		9			
7								2
			2		8		1	
								4
	7		8				9	
1		2		7				3

Difficulty Level ★★★★

HOW TO PLAY SU DOKU

Fill the grid so that every column, every row and every 3x3 box contains the digits 1 to 9.

Tips and programs at www.sudoku.com

Answers to previous puzzle

1	3	7	4	9	2	5	6	8
9	4	6	1	8	5	3	2	7
8	5	2	7	6	3	1	4	9
4	1	9	2	3	8	6	7	5
6	7	5	8	1	4	9	3	2
2	8	3	9	5	7	6	1	4
3	6	4	5	2	9	7	8	1
7	9	1	3	4	6	8	5	6
5	2	8	6	7	1	4	9	3

Summer makeup looks

SET ASIDE THE SMOKY EYE makeup, sophisticated lovely perfumes, dark lipstick and nail polish because as soon as March steps in, it's all about pastels or nude eyes.

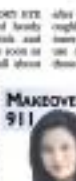
Fresh fragrances and various shades of pink for lips and nails. If there is any makeup that will be noticeable, it will most likely be on the cheeks.

Now thing is Cold weather this will have dried up on the surface but under cell production happens beneath, causing many skin breakouts. Avon Anew Clinical Advanced Retexturizing Gel will do a great job of preventing the skin cleanser or clearing up the damage, peeling away dull tone, dryness and, more importantly damage from age and the sun with substance in an skin texture. Active ingredients are glycolic acid and hexamidine that results to safely exfoliate and at low skin to correct and regenerate. Use every other night, only after cleaning your face first roughly, as this will serve as your toner and treatment as do not use anything else on top for three days.

After just one week I have used, my pimples dried up, marks faded, pores appeared invisible, skin became soft and evenly lighter all over. The toner exfoliates, of course, use the eye opens which did not totally vanish although some have faded noticeably after three weeks down Mother Bed 2009 or visit www.avon.com.ph.

The Body Shop has issued Spring with Moroccan Rose, a limited edition body and bath line which isn't an old-lady spicy rose but literally smells like dozens of fresh rose petals. It features the wonderful oil sourced from roses handpicked by farmers. It actually smells clean and refreshing.

The Body Shop Moroccan Rose Eau de Toilette and Moroccan Rose Shimmer Gel are soap-free and leave skin cleansed, refreshed and delicately scented. Moroccan Rose Body Milk is a lighter moisturizing option to the richer Body Butter version perfect for those who do not have very dry skin but want silky skin. Moroccan Rose Body Butter is meant for overnight moisturizing and for stubborn dry areas like legs, feet and hands. Also enjoy the Moroccan Rose Steel Diffuser: the wooden sticks gently diffuse the fragrance into the room, while the simple, classic vase will be a stylish addition to every home.



MAKEOVER 911

Kimmy Salas

ANEW Retexturizing

Long lashes

Make Up For Ever Lash Fibers—Long thick lashes are always in fashion regardless of season, hence the popularity of eyelash sources and extensions. You may already have an existing favorite mascara and Lash Fibers is not meant to replace that, but if you want a boost to make your lashes look significantly longer and thicker, then you may try the product. It comes with the mascara of your choice—very dark and curled. Pair Make Up For Ever with Smoky Lash.

Usually makeup palettes cheat in a sense that only half the shades or even less can be used regularly. Laura Mercier Face Blush Face Palette for Spring does not shortchange. They conceive three eye shadows in shades of nudes and browns, three lip glosses in natural, natural and flushed shades, and two cheek colors in Blushing Peach and Blushing Pink—all restored to the paint blush-pink shades. Use the colors on every time basis for the perfect nude or natural face.

MOROCCAN Rose gift set

MOROCCAN Rose BDT

Check out the Laura Mercier New Face Blush Mini Brush Set. This soft pink cosmetic bag is complete with all the brushes you need to achieve romantic eyes, cheeks and lips. It contains: Cheek Colour Brush-4.5"/11.45 cm, Angled Eye Colour Brush-4.5"/11.45 cm, and Full-Spunt Lip Colour Brush-4"/10.16 cm. Check www.lauramercier.com for a clear photo of the Face Blush Palette.

E-mail: kimsysalas@yahoo.com.

Global financial crisis no excuse to relax grooming

By Irene C. Perez

BEAUTY DOESN'T HAVE to suffer during the hard times.

Dove recently gave away soap packages to thousands in Metro Manila to promote their "The Truth Will Set You Free" campaign that allows women—and men!—to untap a bath soap with two Dove bars.

"Alam na nan ang people na bata, manis nagbabago siya, kulangan magsulu ang balat," said Dove endorser Willma Dorcas, explaining that even in an economic crisis, people need to maintain healthy skin and lifestyle.

The darky model is a long time Dove user and swears by its moisturizing properties.

"I always look forward to Dove soaps sent by uncle from Saudi," she said in her during the event at the Dove K, SM North Edsa.

Dorcas explained her dark skin and curly hair brought her insecurities when she was younger, but they have become her trademark in modeling. She encouraged everyone to "embrace your self, flaws and all, and maintain a positive aura."

Boost and follow models Claudine Tello and Lori Schuler are the Dove "Truth Issues," beauty ambassadors who will encourage women to see beauty in the light of a person's overall health.

Schuler said it is best to teach the young how to have an optimistic attitude.

"A lot of young people are pressured on maintaining society's standard of beauty," Schuler said. "There are lots of psychologists for young girls who have trouble with it. I want my daughter to know early on that you can be beautiful in your own way."

Tello wants women to be comfortable with their own bodies. "I have lots of freckles, but you have to accept what God gave you. Be confident and age gracefully. And don't forget to wear sunscreen," she said.

Dove has been known for ads that challenges people to a "beauty tribute," and women questions like "Aging or ageless?" or "Fat or flattering?"

"We want to modernize the public about 'beauty,'" said brand manager Dennis Flores.

He encouraged people to try Dove, which he said is not harsh, drying and damaging to the PH (pH) level.

The Dove soap swap was held on the four locations of February 19 SM Megamall (where 1,925 soap bars were swapped); SM Fairview (2,150 in two hours); SM Mall of Asia (2,340); and The Block, SM South Edsa (2,000).

"TRUTH Sayers" Claudine Tello and Willma Dorcas and Dove brand manager Dennis Perez

ALEX BAYAO

Dove soap swap campaign delivers message that beauty is eternal

It's just the end of February, but by golly! It's hot! hot! hot! It's time to keep your sweaters and warm clothes, and pull out your sleeveless shirts, shorts and sandwiches. Summer has definitely come in early, and people are taking advantage of the outgoing heat by doing a lot of outdoor activities.

But whether going to the beach, playing sports, gardening or even just lounging around under the sun, it's always important to remember that too much exposure can eventually lead to sun damage. Ultraviolet (UV) rays are a major cause of many skin ailments, worst of which is skin cancer.

But don't let this knowledge dampen your spirits. Enjoy the summer by protecting your skin with a few essentials. Here are a few musts to have in your bag:

1 Sunblock. Just like your body, your face also has to be protected from the harsh rays of the sun. Use Ever Bilena Daily Sunblock Moisturizing Lotion for the body and Ever Bilena Daily Sunblock Moisturizing Cream for the face. Aside from its broad spectrum of UVA and UVB protection formula, it is also enriched with vitamin E. Thus, you can work, play and walk under the sun without worries.

2 Powder Foundation. Since that ordinary pressed or loose powder this cosmetic bath like clear powder on the face but has the long lasting effect of a foundation. No need for frequent touch-ups. Just a quick dab now and then just to dampen shine and tone down uneven color. Ever Bilena Powder Foundation has a breakthrough formulation that is ultra-responsive! It's a make-up that thinks for your skin – it releases hydration exactly where you need it, while absorbing your excess oils. With its UVA/UVB protection formula, it also protects your skin from sun damage. It balances oil and moisture and keeps skin looking great and protected all the time.

3 Lip & Cheek Gel. Ever Bilena Kiss Me Lip & Cheek Gel is one innovative product is fast becoming every girl's best friend. This gel stain blends smoothly onto bare skin. Long-wearing, it is quick-dried for women who go all day without the need of touch-ups. Quite convenient and economical too, it not only gives the cheeks a natural and healthy glow but gives the lips a softer and more natural color than lipstick. Enriched with vitamin E, this gel tint can be accessed of "being pressured and well-moisturized all day.

4 Eye Color. There are times we often forget to wear sunglasses. Hence, our eyes become vulnerable to the uncomfortable rays of the sun. With Ever Bilena Advance 3D Eyeshadow and Ever Bilena Pro Eye Color can help minimize the harm. You can use to give brightness your eyes with color while on sun, but the eye makeup has been formulated with vitamin E, thus, keeping you lashes and sensitive skin area around the eyes healthy and protected from dryness and irritation.

Check out Ever Bilena products at SM Department Stores nationwide.

Share your thoughts! Email me at kim.gabriel@gmail.com.

Energizing Pomegranate Complex™ by Murad for your skin

By Dr. Howard Murad
Contributor

FROM SCHOOL TO WORK, socializing and everything in between, life is a balancing act, and it is no different when it comes to the skin.

Such a schedule requires a streamlined beauty regimen to replenish vibrancy and restore lustre everyday. The Murad Health & Beauty with Energizing Pomegranate Complex™ offers four breakthrough products designed to "fuel" skin and maximize its youthful radiance—24/7!

THE AUTHOR

I've been studying the effects of Pomegranate on the skin years before it became a widely recognized fruit. Through my research for Murad, I've found that Pomegranate were considered one of the five medicinal flowers in time. A plant indigenous to Persia, the luscious fruit parts of the world, Pomegranate Extract and Pomegranate Seed Oil provide potent antioxidants and skin cell rejuvenators. Eat it, drink it, and now topically, both be a standardized extract to take internally and to apply topically as part of your daily skincare regimen.

Vitalic Line

The Energizing Pomegranate Complex™ is a blend of Artemisia extract and Pomegranate Extract, plus Pomegranate Seed Oil. Pomegranate Extract contains ellagic acid, a powerful antioxidant that effectively protects the skin from the free radicals present in smoke, pollution and ultraviolet radiation. Pomegranate Seed Oil contains Punicic Acid, which is a potent anti-inflammatory actions, a natural marine complex containing GP4G, Oligosaccides Tetrahydrobiol has been shown to boost cell metabolism and stimulate cell generation in the epidermis. When used together, extracts of artemisia, Pomegranate and Pomegranate Seed Oil create a dynamic blend that keeps cells functioning at their highest level.

Murad Vitalic® features four unique products with multiple benefits:

+ Energizing Pomegranate Cleanser, a fruit-action formula, transforms from liquid to foam upon application, cleansing while toning skin. Enriched with Copper and Murad's Energizing Pomegranate Complex™, this cleanser tightens pores while leaving skin soft and balanced (5.1 fl. oz., $25.00 retail).

+ Energizing Pomegranate Toner Pore Refining Gel keeps pores clear while balancing oily and dry areas to maintain healthy skin. Pomegranate Extract prevents oil oxidation thus eliminating dark, clogged pores and protects against free-radical damage. Pomegranate Seed Oil provides anti-inflammatory benefits. Glycolic and Salicylic Acids gently exfoliate to remove pore-clogging impurities and dull, dry skin cells. Retinol improves uneven tone, tone and radiance (2.0 oz., $40.00 retail).

+ Energizing Pomegranate Moisturizer SPF 15 provides broad spectrum sun protection and protects skin from the elements with cell-free hydration. SPF 15 provides broad-spectrum UVA/UVB protection. This light-weight formula features Panthenol for skin-soothing and hydrating benefits. (2 fl. oz., $32.00 retail).

+ Energizing Pomegranate Lip Protector SPF 15 replenishes and restores dry dehydrated lips. Utilizing the benefits of Pomegranate Extract and UVA/UVB sunscreens for powerful antioxidant protection to fight free radicals, this moisturizer for dry lips contains Salicylic Acid to gently exfoliate, and Shea Butter and Jojoba Esters to condition and intensely hydrate the lips (0.5 fl. oz., $16.50 retail).

Pioneer

Murad Inc. was founded in 1989 by Howard Murad M.D., recognized as one of the world's foremost authorities in skin health. Based in Los Angeles, CA, the global headquarters is home to the Murad Medical Group, the award-winning Murad Medical Spa, the prestigious Murad Academy for Cluster Health® Centers and Murad Research Labs.

As the pioneer of the top-branded skincare and medical spa movements, Dr. Howard Murad and his research team develop innovative formulas that transform skin care into serums immediately through the company website, salons, spas and select retail outlets. Murad products are available in over 10 countries worldwide and are ranked number one as the best-selling clinical skincare brand in many locations including Sephora and Ulta.

For more information visit www.murad.com.

Making your falsies truly you

I'VE BEEN THINKING OF FALSE eyelashes lately since I've noticed a couple of mail inquiring about them and my interactive

Ria Francisco-Prieto

faves. So the queries of fellow fauxlines I catch myself stating or asking her questions about them, the answers has two simple answers...

They're the ones we say to ever up your look and they're so much fun to use.

There were ages I had lash extensions done. Unlike falsies they can last for at least three weeks if a professional applies them and if cared for properly. To be honest, this is something I would never do again simply because the adhesive they used hurt. Plus, since I moved a lot while asleep, upon waking up, I'd find them twisted, some strands would prick my eye.

Maybe they just weren't for me since I ended up taking them out one strand at a time, which was difficult but all worth it.

But I've seen some girls who seem very pleased with their eyelash extensions.

False eyelashes, however, don't seem as harsh to the eyes and user. They're just meant applying to me.

Product maker posters Pixie Lott—familiar yourself with the falsies. Get lashes appear to the length of your eyes.

Step before that are too long. It's better to cut more, than cut

ADD-on for sparkle.

off the excess length after you've applied them since they would be almost impossible to cut out.

Also before sticking them, try to flex them; this will loosen the natural contour of your lash line. The idea is to stick them as close as you can get on your eyelashes.

Tricks and removal

Apply lashes after you've done your eye makeup, curled your lashes and applied mascara. Also, if your plan is use eyeliner, liquid liners are better since they won't smudge with the adhesive.

When removing falsies, do not pull them off since you might pull your real lashes with them.

Invest in good eyelash make-up remover, for cheap alternative, ordinary olive oil or virgin coconut oil will do.

Clean your lashes each night until they loosen up. One thing good about falsies is that if you use them properly you can use them over and over again.

SHU Uemura's Vicious & Bad collection false eyelashes

Black and gold for summer

THE MAKEUP TROIKA FOR Spring Summer 2009 seems to go together at the traditional hot weather look: bronzed skin and pink lips.

The makeup on the runways of Paris, New York and Milan were monochrome, with some pretty trendy nods to dark eyes, burgundy lips and contoured cheekbones—the perfect look for the autumn season.

If you think dark eye makeup can't work for summer, think again. When paired with gold shimmery powder for the cheeks and lips, you get a look that's summer and sultry. Makeup artist Mira Agustin tells us how to get this very look.

Eyes

To make sure your dark eyes stand out without looking goth, "apply a shimmery to matte gold four eye shadow on the center lid, from the lash line until just above the crease," suggests Agustin. Then apply a dark shade of eye shadow or black on dark brown on the lash line, extending to the outer corners of the eyes. "Some may choose to apply it as a crescent (aka doopey eye illusion), but applying the dark shadow on the outer and blending it well connected to a subtle wing looks just as intense," explains Agustin. Scot, thickly line the eyes with black kohl eyeliner, paying attention to the upper and lower lash line and the inner rims of the eyes.

Add subtle highlights by applying pale gold or white shimmer on the brow bone and the inner corner of the eyes. Finish the look by curling your lashes and applying two to three coats of volumizing mascara to open the eyes.

Kelly Min, Brides of the week

Try: (1) gold loose eye shadow: BMC Mykon Eyeshadow Gold, (2) dark eye shadow: BMC Espresso, (3) eyeliner: Make Up For Ever Aqua Eyes in Black or Prestige Waterproof Eyeliner in Black Cloth for lining the upper and lower lash lines and Prestige Mascara for the inner rims of the eyes.

Shimmer

A golden glow refines the look of dark eyes and makes it suitable to wear for summer. Did it right by "using a shimmery face base before applying liquid foundation to prime the entire face and achieve a natural, golden glow or opt to mix liquid foundation with shimmer cream in gold and apply the formula evenly on the face. Then dust loose translucent powder to set the makeup," says Agustin.

To get a more subtle glow, Agustin suggests applying gold powder highlighter on the forehead, bridge of the nose, apples of the cheeks and peaks of the nose, chin and cheekbones in light, sweeping strokes.

Try: (1) face base: Shu Uemura Base Control in Gold, (2) liquid foundation: MAC Studio Fix Fluid, (3) loose translucent powder: Laura Mercier Loose Powder, (4) powder highlighter: Palladio Herbal Highlighter in Golden Glow (sold only at Beauty Bar).

Lips

Subtle, gold lips complete the look and bring out the bright. Splash on your eyes and face. Start by lining your lips and applying lipstick. Dab on the same shade color. Dust your lips with the same highlighter you used on your face and top it off with clear gloss to blend the pigment.

Agustin stresses the importance of getting the right shade of nude and gold highlighter to complement your skin tone. "For fair, skinned complexions (my tone and others like it), use gold light lighter on the pale yellow-gold shade over light pink-brown lipstick.

"For the warmer, a gold highlighter to deepen yellow tone over matte or deep rose-brown color is recommended."

Try: (1) lip liner: MAC Lip Pencil in Impulsive, (2) nude lipstick: MAC Lipstick in Quiver, (1) clear gloss: Sally Hansen Lip Inflation, (4) powder highlighter: bio-element Palladio Herbal Highlighter in Golden Glow mixture (Bio Essence Glow On in P Kinki's and MAC Pigment to Jocelyn Alves.

SUN-KISSED and glamorous look

STYLIST: KARL CRUZ; PHOTOGRAPHER: ARNOLD MENDOZA; MAKEUP: MICHELLE CRUZ; HAIR: ALVIN CRUZ; MODEL: ANGELA PEÑA; SPECIAL THANKS TO: TOLENTINO'S; PLACE OF SHOOT: BLUE WATER MAKATI

Red alert on hair

GOING RED WILL GET YOU some attention. Some even shine brighter in the forehead of Hollywood's spotlights. Take legends such as Julie Roberts, Sheryl Crow, Bette Midler and Diane Keaton and new talents such as Lindsay Lohan, Debra Messing, and Mariah Carey.

Once associated with the libidos. Whether popularized by those Rita Hayworth, red hair was hollywood to be a telltale sign of a person's magical ability and the presence of fire within one's spirit. Today hues color paints a mostly psychological tale —it be an indicator

Isabel Rivera, Bacolod Photo

of one appeal and possibly a display of power to the same way that links intent or same with displays of their eye-catching colored feathers, so too do human artists' males found on their physical image. Hair is a powerful and important feature to sexual attraction.

Red certainly has a renewed reputation today. We may have had dreams of growing up blonde and blue eyed, but going red might even be a closer fit. Real hair looks good for us. People with natural red hair (or red and others just sounding out all the same. The key it to learn which works best for you and then adjust your makeup, especially your lipstick, accordingly.

Here are some tips to consider before you take a leap of red, because from chestnut to copper, there are so many exciting reds available that it's difficult to know which is right for you.

• When it comes to the coloring side with your stylist, try communicating through photographs because people often have different ideas about what a copper, burgundy or red shade is. A photo ensures that you're speaking the same language. Especially in the level and the tone of the color, the level describes the lightness versus darkness of the color, while the tone is what point or swing reflected in the red- or

• Once you and your colorist are on the same page, you need to think about your entire image before proceeding. For example, switching a severe shade might require a complete change in makeup. If you're willing to do that, go for it.

• Most makeup artists recommend redheads to wear on another and cools when choosing cosmetics. Although you don't have to be this strict. These colors are good starting points for getting daily makeup looks together and are worthwhile lifehacks on the days that you're feeling less than flawless or restless.

• It is generally recommended that redheads avoid makeup with a blue color. This is especially true with eye shadows, although, thankfully, blue eye shadows haven't been in fashion for several decades!

I asked three of Bluish's top hair dressers to give their two

MARCIA Cross in full bloom

MEDUSA! Lovely Lyndon

cents' worth on this color which is on the rise.

Hazel Calapag

"I think red is the new black in terms of color trends for hair this season, and it's here to stay for a while. Red goes well with just about any skin tone. So there's this like time shooting from tones of mahogany brown-red, deep plum-red or deep burgundy red will best suit our red-love skin tones. I don't suggest using any red with copper tones—this tends to a little tricky. It's more suited for pale, translucent skin tones. And copper tones wear our lovely olive tones as highlights, so you can see it as a plus for your black hair. The effect is a hint of cop- you, and just a subtle reflection."

Jing Mesia

"Red is a holiday color. It's the richest color among all the 11 hair colors, and coincidentally reflects the colors of our emotions. We turn red with anger or extreme happiness, even when we blush we turn red. But be careful of red when dating. It will get it on your look. Black tones are good with red, especially those who are fair, but those with complexion dark skin would stay away as it softens a color that makes dark skin appear gray."

Leard Ramos

"Red is the new BMB in hair color because it suits both Euro, Asian tones and brings out the luminous of our faces. It also complements and flatters it. For Bluish, I recommend using dyes from Davines. Red highlights in Davines 5.5 is "IN" before blending it with 6.0 light brown. Copper highlights start in 6.34 and 7.3 are beautiful when blended with subtle brown base colors like 5.81 and 6.81, respectively. Strawberry blonde and ice blond dyes such as 10.01 and 11 series are perfect for the incoming summer, giving hair light iridescence, natural reflection. Base of all. Some colors wan mixes."

So whether you want to dye your entire head a fiery shade of red or just add copper highlights, red hair is consistently popular and delectable. It will give you a new image that screams fun, power and passion.

Sneak peek

By Bianca Fernandez
Contributor

Fashion philosophy—If less is double, go all out.

Her handbag style—Big, bold and beautiful

Bag Grouchy Nightingale is black soft leather

What's in her bag?

"Eat, Pray, Love," by Elizabeth Gilbert. A very good read for every woman who deserves life in this sun at 30 (and not)

MUST notebook—Where I scribble my to-do list, write my daily schedule, and jot about anything that comes to mind.

MU—Wallace makeup kit—Can't imagine how to function without it! This is where my makeup supplies are found.

Your latest Lazada purchases—Whatever you do, never regret! Thus, I always carry around sunglasses for the glaring sun.

Calling cards—My every day's stationery

The Body Shop mini brushes—I love how easy it is to get the job done. Perfect for all big jobs.

Glass Glaze nail polish—

Ron Gonzales, 30

CUTEST chinx expert is "Tobias Iwasa is count nail shades for months. I carry it around for emergency manipedic.

Nature's collagen spritz—For allergic and Clay collagen brand growing up. Even if I'm all perfumed up, I still spritz it throughout a busy day so smelled.

Cashmere hand moisturizer—Comes in handy whenever, whenever.

Motorola Motorola phone—It's not simply of a mobile phone, it's more to mobile phone. All, I need are the basics and my bfriends must down it for me.

Editor Ermie G. Velarde

ENTERTAINMENT

'Fashionistas by Heart'

QTV 11 PRESENTS "Fashionistas By Heart," a one-hour magazine show dedicated to promoting cool style, fame

Tomorrow/ 9:3

CLICK!

Claudine to Judai: Marry him now

By Bayani San Diego Jr.

CLAUDINE BARRETTO gives fellow ABS-CBN star Judy Ann Santos advice about the latter's forthcoming wedding.

In this exclusive interview held at the launch of Claudine's latest product endorsement (Oxsilver Ionic), she urged Judai to tie the knot with fiancé Ryan Agoncillo, pronto. "What are you waiting for? A lot of people are excited, I'm one of them," Claudine said.

Did she think Judai was ready? "They've been planning their wedding for a long time," Claudine noted. "She'll know what to do on the day she should since everything—the entourage, even the tension. She'll go through different emotions, for sure."

For, Claudine said, one precisely her experience when she wed Raymart Santiago almost three years ago. "Most of all," she added, "it's important to feel the presence of God, because that's what's going to bind you forever."

She feels this guideline to this day. "Raymart and I are partners," said Claudine. "Married life takes a lot of patience and teamwork. At no going forth to battling. I had problems adjusting. Raymart drained down [to his career] to spend more time with us." The trick is time management, she said. "We run both work during the week, but weekends are for the family."

Claudine is working on a movie now with Raymart and soon TV series in July that Claudine is considering several scripts...including one that will reunite her with Aga Muhlach.

"I was drained stalling recently and caught my old films Get 2 Believe' and 'Hihan.' That was when I realized how much I missed the big screen," Claudine said.

Film with 'rival'

There is also talk of a film with her arrocie "rival" Judai. "They've been planning that since our Mula sa Puso' and 'Esperanza' days, when we were teenagers," said Claudine. "One day that will push through, I just know it."

A movie with Raymart is also in the offing. "But Cinema has been counting him for a long time so," she revealed.

In the meantime, Claudine is busy with her pet advocacies: the Fair Bank Foundation of the Philippines and orphaned and abandoned children. She is also training as a foster parent under Directors Mae Reantaso and Thelma B. Alvira of the Department of Social Welfare and Development.

"Social workers inspire me," said Claudine. "They are real-life heroes."

CLAUDINE and Raymart Santiago

JUDY Ann Santos and Ryan Agoncillo

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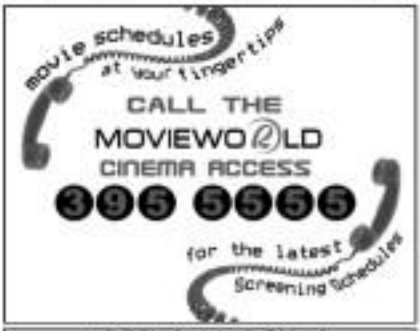

MMTA MOVIE GUIDE

METRO MANILA THEATER ASSOCIATION

NOW SHOWING

The Oscars thr

LOS ANGELES—"I THOUGHT IT WAS EXCITing to see people walk together on stage like that," Julia Roberts told us the day after the Academy Awards. "It was really overwhelming."

Julia was, of course, referring to the Tinseltown phenomenon of the nominees and then the winners in each of the acting categories. The 2001 Oscar-winning actress explained that she declined an invitation to be one of the presenters because her husband, cinematographer Danny Moder, had just returned from an extended movie stint. "I felt it was best to stay home, welcome him and be with my family," she said. "We watched the show on TV."

A clip showing her family into that familiar laughter and exclaims, "I love it up here!" when she won for "Erin Brockovich" was one of the memorable moments.

"I thought Hugh Jackman did a great job," commented the star of the new thriller, "Duplicity" about the actor host. "That's got to be enough said. It's like, who would want to be [co-]host[ess]? Who wants to host the Oscars? They got someone who's really talented and capable and he just went for it."

Asked if she sees her son Kenda's shoes a 10, the actress quipped, "I don't think you can give the Oscar show a 10 no matter what your it is but this one was good."

Stepping into the show

FILAm PJ Raval, who was the cinematographer of "Trouble the Water" which was nominated for the Best Documentary Feature, shared with us his anxious thoughts about attending the Academy Awards show for the first time. "I was at E! I was watching the red carpet coverage from a TV set at home and somehow, I stepped into the TV program. I started the afternoon at three time hanging in four lessons at the Kodak Theatre After passing through three security and a few crowds of protesters with signs like 'Bush is in Hell' or 'You run your kids' which were baffled me, we made it to the red carpet where all the insanity ceased.

"Everything was a bit smaller than it looked on TV and in the magazines. The red carpet was long and the fans numerous, but somehow standing in the midst of everything, the space, the theatre and even the stars seemed smaller.

"The movie stars are as beautiful up close as on the screen and they definitely know how to work the red carpet. When Penelope Cruz tried to exit and the photographers kept screaming for her to stay, her head turned back because a striking pose, showing off the back of her gown, She's comfortable pro.

"Everyone loves Danny Glover—one of our executive producers. Every one says, crowds yelled 'We love you Danny!'

ALAN Del Rosario, "Oscar Designer Challenge" final and Viola Davis, Best Supporting Actress nominee for "Doubt," join the Miramax Films and Disney Studios party for their Academy Award nominees at the roof deck of The London West Hollywood Hotel.

Fashionistas by Heart'

days at 7 p.m. starting tomorrow.

Hosted by Rissa Evangelista, it aims to reveal the latest fashion trends and will feature celebrity closets and daily fashion emergencies faced by ordinary women.

Joining Heart on the field are icons de Leon and Sebastian Juhans.

'Si Barack at si Juan'

"World Wise," GMA-7's new program focusing on global issues affecting Filipinos here and abroad, premieres March 1 after "Pal Hans."

For the first episode, Jiggy Manicad, who flew to Washington to witness the inauguration of President Barack Obama, examines the effects of the new US leadership on Juan de la Cruz.

Newlyweds series

Seven newly-married couples compete for a mini egg worth hundreds of thousands of dollars which start their new lives together in the romantic comedy reality series "Here Come the Newlyweds."

Hosted by comedian Pat Ballard, the one-hour television show pours mental and physical challenges that will test the couples' competitive spirit and love and passion for each other.

It airs Friday evening today at 8 p.m. on ETC.

ough the eyes of a star and a first-timer

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Ruben V. Nepales

apearance or Indies?

"Everyone was friendly. As I stumbled around, I ne into one after one—literally—as I had to walk ack to the beginning of the red carpet line for a ained photo-op and cleaned through prime movie n traffic! Kristin Prieto, Baroness, Natalie Portman, Rhickey Rourke, the list goes on. Each one turned me with a head nod, a smile, or even a hel- ." At some point, I thought they were probably my g to figure out who I was—an actor from the Japanese Best Foreign Language Film nominee or a d from Slumdog Millionaire."

"I high Ardmore's commercial break humor was quality entertaining. He even introduced his father the crowd—in a good-humored way—and his jokes of the season acknowledgment.

"The Oscar statuette is quite heavy. Out on the ress, one moment got passed around as I held it, as Why not?

"During the Best Documentary Feature winner ing announced was both stunned and a relief. Of course, I was disappointed (we did not win) but I was so still somewhat honored our documentary was nominated for an Academy Award along with a ew group of five.

"After the show was over, it was time to relax nd enjoy the rest of the night which involved some ew rides and finally, food and more champagne nd celebrations of our accomplishment of making it to we are all proud to be a part of."

tumbling 'Challenge'

On the eve of the Oscars, designer Alan did ensemble was our guest at Mistura and Phil Disney rodaw' celebration of its academy nominees from Doubt," "Milk," "Happy-Go-Lucky" and "Bolt" at he gorgeous rooftop pool deck of the new London ote Hollywood Road. Alan was in the "Cause Celebres Challenge" (Chicago's Tita Cruz, seen) the following day but at the party, he felt like a winner here the great Meryl Streep planted a big kiss on e cheek.

Alan said of his "Challenge" experience: "It was ally humbling. Honestly, I didn't join the competi- for with a lot of expectations. I know it was going to be fun and I'll just go for the ride. I believe I did just my best. Just focused. I was just happy to be chosen and be a part of the whole challenge. I am grateful for all the support that I got from everybody who voted for me."

One final note about the Oscars: It was sad to see this winsome actress, one of cinema's most beautiful icons, now looking grotesque from plastic surgery it reminded us what Best Actress winners Kate Winslet told us earlier: "My own style icons are Vivien Leigh, Meryl Streep, Judi Dench and Michelle Pfeiffer—those beautiful, iconic older women who haven't changed themselves at all. They haven't conformed. Look at these incredible women whose faces still absolutely move. You feel that they've real presence."

PJ RAVAL, Filipino cinematographer of the Best Documentary Feature nominee "Trouble the Water," talks about his first-time Oscar red carpet experience.

Obsessed with Clive

Back to Ada, this year how she answered when asked to elaborate on her comment to an Esquire magazine article that George Clooney is obsessed with Clive Owen, the star of "The International" and her leading man in "Duplicity". Perhaps I should know for George to say he's obsessed with Clive. But George admires Clive. I was using that as an example because George is really thought to the highest order of leading men. Clive is a great actor and person. He acted out Clive in someone else's or the type of his game. He's just so lovely guy.

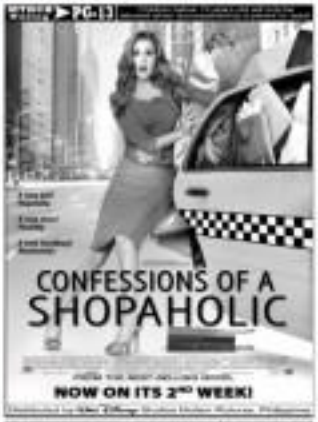
"To spend time with Clive is just joy. He doesn't take his job too seriously which is a relief, but he's very good at his job. He comes incredibly prepared and that makes him so relaxed. He's got the greatest wife and two beautiful daughters. What I had said to the man who interviewed me for Esquire was Clive is a really complete human being. That gives him an open and realistic view scary to look around him. "We'll see our full interview with Ada in a later column.

Clive goes to shoot in "The International" why some people still say that he wasn't cast as the next James Bond. And like the 007 films, "The International," which also stars Naomi Watts, serves up exotic locations all over the world and exciting action sequences, especially a thrilling shootout at the famed Guggenheim Museum in New York.

Clive told us about the scene in a recent interview: "The first time I met and sat down with Tom (Tykwer, director) to talk about the movie, he said, 'Look, the film isn't an action film per se but when we do have action, I want it to be incredibly intense and explosive.' He had that whole thing worked out almost shot by shot way in advance. He and I walked around the Guggenheim months before we started shooting. Tom meticulously planned the sequence because they were building a replica of the Guggenheim so scale. The studio in Berlin wasn't big enough to house it so we had to film in some huge hangar just outside Berlin."

The British actor added, "It's one of the most exquisitely directed sequences I've been involved in. The last one, then where you do a huge shootout, the scene might last like it's outside the film and we've been assigned to every scene. But the scene feels very much like it belongs in the movie and at the same time, it's pretty spectacular."

E-mail the columnist at rnepales_5000@yahoo.com and read his blog, "The Nepales Report," on http://blogs.inquirer.net/nepalesreport.



A legend retold yet again, but differently

By Cirro Lucas

"IF I HAD MAGIC POWERS, I'D SLOW down time," said Colin Morgan, who plays the young wizard Merlin in a fresh spin on the classic Arthurian legend. "We've all found ourselves in situations where we [wish] to go back in time, or stop it."

There's no getting more Time magic for the 23-year-old Irish actor, who obtained a Masters of Diploma in Performance in 2008 at Belfast Institute of Further & Higher Education in Belfast, Northern Ireland in 2004. He went on to graduate from the prestigious Royal Scottish Academy of Music and Drama in Glasgow, Scotland in 2007.

He said his work interest in cool tricks back when he was 3, which now take the sophisticated in his magic was filled with magic paraphernalia... cups, balls, cards, foam rubbers ... sooner it.

So when he was cast in the title role of the forthcoming TV series, the actor from Armagh, Northern Ireland was so thrilled, it felt like a dream come true.

RICHARD Wilson as Gaius

Episode 1 of "Merlin," which starts airing with a two-hour special on the Hallmark Channel on Sunday, 9 p.m., takes off with Merlin arriving in the mythical city of Camelot where, for mysterious reasons, magic has been banned by the ruthless King Uther. When the new sorcerer put to death for practicing magic, Merlin is left on the dark as to how he could save his pals without risking his life.

Morgan said in an e-mail interview with the Examiner, along with four other lead actors in the series: "Merlin finds himself in a world where he can't fully function, life very much relies on his mentor, Gaius, but he also receives advice from the Great Dragon, though seen as a spiritual force. And we are him because none and more powerful."

Interestingly, the series is not a rehash of the old legend that depicts the wizard in his older years. Neither is Disney acting the point of focus but Merlin, who becomes omniscient in the future king. The retelling of the legend bridges the gap between Merlin the boy and Merlin the sage.

The who Gaius

"What's interesting about the younger Merlin, his aspect is that you can make up the history, the pre-history of that period of the Arthurian legend," said Richard Wilson, who plays the royal physician Gaius. "The producers have the idea that each episode is a sort of a series within itself in it's own large canvas to paint on. But you can see connections to the Arthurian legends being introduced. For example, Guinevere was a sterling maiden and then becomes queen."

Wilson added that the exotic, medieval world changes is also made different from past depictions by unusual effects. Because it tends to create with computer generated image effects, he said, what's prelusive to the past did not have access to.

"And we have a blanket made in France, which represents Camelot," the Scottish actor and theater director said. "And yes, we are much more able to do magic now."

COLIN Morgan, left, as Merlin and Bradley James as King Arthur

Bradley James, who plays the teenage boy who would become the legendary King Arthur, revealed that the producers unfolded the story in further—an interesting combination of mythology to keep the action-packed buzz.

"The producers tried to keep quiet about the development of the story," said James, 24, who trained on Boston Green London. "Most of the scripts I've read are page-turners. That gives me excitement and I bring that level of excitement, that part of passion to my work."

Wilson was surprised to find out, for instance, that character Queen Ygraine is not dead. "There are always surprises," he said. "That's what makes it interesting."

The most challenging scenes for the two young leads were the ones that required them to swim. But for Wilson, it was simply getting up his feet the whole time. "We go on set at 8 o'clock in the morning and we're still wending until 9 o'clock at night," explained Wilson, now 72. "That can be very tiring for an old man."

Joining along with the rest of the actors was a challenge to work, especially for Morgan and James who, like their characters Merlin and Arthur, look a while to warm up to each other. "So the relationship between Merlin and Arthur evolved in this series, the relationship between Bradley and Colin really improved as well. It's been a complete turnaround. Since we first met[,] so I'm looking forward to filming each episode."

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Exciting appeal

"I would say I have quite a similar athletic presence as Arthur. Get me on a football field and I'll show you my Arthurian-like performance," said James, who watched the two actors in "Gladiator" and "300" to prepare for his role, which rendered him less than epic hero.

As for Wilson, there aren't many similarities between him and Gaius. "I'm bald, so it's very easy to just wake and have look, it look very different," he said.

Camelot seems to have an enduring appeal, and James believes it has something to do with the patriotic aspect everyone can relate to. "It, some of pride," said James, noting the "noble greatness" of King Arthur. "It all boils down to certain characteristics of heroism and leadership. I think people need stories of that nature now."

Remaining episodes of "Merlin" air Tuesdays starting March 10 at 9 p.m.

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Red Jumpsuit in mall gigs

ayala malls presents the band red jumpsuit apparatus live in concert on March 6, 6:30 p.m., at Greenbelt Terrace; March 8, 8 p.m., Modern Market; March 7, 6 p.m., Glorietta; and March 6, 6 p.m., Trinoma.

The group was formed in 2003 and started recording demos and an EP before releasing its self-titled debut in 2004.

In 2005, the band signed to Virgin Records and came later to film reggae-label album, "Don't You Hate It," went gold. Red Jumpsuit Apparatus is very much involved in projects with adolescent themes, such as the pervasiveness of youth suicide and domestic violence, student musical developments and management of teenage depression and peer pressure. The band has just released its second album, "Lonely Road."

RED JUMPSUIT Apparatus

Jazz fest in Makati

The 4th Philippines International Jazz Festival goes onstage March 2, 3 and 4 with the following lineup of performers: Mannie Pilk, Mikmak's Soundworks, Lourence Elder Band, and Jayne Gayson March 3, 5:30 p.m. at Rockwell Tent. Brian Montero, Brigada, Chatterbox Clones, Charlie, Brian Brown Quartet, Rondo de Samba de Filipinas and Mike Dave on March 3, 5:30 p.m. at Rockwell Tent. Charlie, Jess Lee, and Claudia Amore on March 4 (after-DJ Night), 9 p.m. at Cognac's Bar Brasserie Oriental Hotel. Call 911-5555.

'Standards' gig

"Standards in Love" features former 14K member Nikki J. in her second solo concert at 8 p.m. at Teatrino in Greenhills.

Nikki J. is a classically trained soprano who runs her music school, Dominoes say her concert "will mail the love month with a different flavor ... crooning classic popularized by the likes of Connie Francis, Cliff Richard and Otis Presley, among others." Call 909-1550.

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■ Bulungeon Rap and Rollerskiller Angel Project at "It's Brew-Ca[fe]-Clock" 2007.

■ Revival, Blue Jeans Junkies, Faun, and more at Mag-net High, Tagaig.

LIVING Stars

Editor Ernesto G. Velarde

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Boy on Kris: Our friendship is flawed

By Marinel R. Cruz

Kris Aquino & Boy Abunda

Boy Abunda says he has found a sister in Kris Aquino.

"She's family. Ours is a flawed friendship in many ways, but we treat each other with utmost respect. That, I think, is the most important element of a friendship," Boy tells Lowen Ilnas. "Contrary to general perception, we do listen to each other's opinions. There is no day that we don't speak to each other. [And] whenever we get the chance, we travel together."

Boy recent traveling with Kris is "very easy." "She leaves you alone, lets just meet up for lunch or supper. She's not the type who imposes her shopping schedule on anyone. On the other hand, I am guilty of always being late when it's time to meet up."

He continues: "She's a contrarian: that is not really explained, a friendship created in heaven or somewhere close. We disagree, both on the intellectual and emotional levels, especially because I do most of her commercials. The professional and personal aspects of our lives meld. We manage that."

Boy and Kris first worked together on GMA TV's "Star Talk" in 1991. They later moved to ABS-CBN to do "The Buzz." These days, they are seen weekdays on "Showbiz News Ngayon."

"We both have very strong opinions about everything, but we've built cognizant of who we are. Knowing that helps us manage this relationship," Boy says.

Jodi & Angelika

When she talks about how to best raise a child, says Jodi Sta. Maria, her best friend Angelika dela Cruz listens.

Angelika is seven months pregnant with her first child with businessman Orion Canoza. Jodi is soon to TheJy 3, her son with Noelle "Pauqui" Lacson Jr.

"I tell her, 'Mom (Angelika's nickname) ang ka-nagagagad sa work.' She counsels me about certain situations and follows what I say," Jodi says. "We clicked because we're strong tipsters. What you see is what you get."

Jodi first met Angelika in the most unlikely place—in a hospital where actor Jericho Rosales was confined. "I was there when she came to visit (who Jericho's sweetheart). This was back when we were doing 'Pangako Ito' (2000). We've been close since then. It's also interesting to note that we both worked with the make-up artist Bambi."

Jodi adds that she's still "in touch" with John Lloyd, Ryan Agoncillo, Patrick Garcia and Paulo Contis, her co-stars in the 1999 hit teen series "Tabing Ilog."

"It's enormous in this business to have friendships that would last this long, like ours has," she says.

Sunshine, Judai & Beth

Sunshine Cruz says she tells buddies Beth Tamayo and Judy Ann Santos "everything," even her marital troubles.

"I trust them completely," explains the wife of actor-businessman Cesar Montano. "I know that, with them, I can talk freely or bind to[slow], no cover lang."

Sunshine and Judy Ann are both managed by Alfie Lorenzo. Thine and Beth first worked together in the 1980s teen magazine, "That's Entertainment."

Beth is the godmother of Thine's daughter Samantha. Their friendships grew stronger when they took part in a series of luncheons events last year for "Winning," which Judai produced and starred in.

"Since then we would meet every Wednesday at Bogie's [Malapit] house and chat over wine," Thine says. "Sometimes, chef Jackie and chef Beth would cook something nice."

FROM left: Sunshine Cruz, Judy Ann Santos, Beth Tamayo.

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8 PAKPAK
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1 WHEN I MET YOU
2 THE INTERNATIONAL
3 YOU CHANGED MY LIFE
4 MY BLOODY VALENTINE

ANGELES

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2 YOU CHANGED MY LIFE
3 MARLEY AND ME
4 THE HAUNTING of MOLLY HARTLEY

STARMILLS

1 MADHEART
2 YOU CHANGED MY LIFE
3 MARLEY AND ME
4 WHEN I MET YOU
5 SEVEN POUNDS
6 THE INTERNATIONAL

BACOLOD

1 YOU CHANGED MY LIFE
2 MILK
3 PAKPAK
4 AUSTRALIA
5 UNDERWORLD 3
6 PUSH

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1 SEVEN POUNDS
2 PUSH
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5 MILK
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Sam likes it clean

By Raquel San Diego Jr.
Photos by Ronny Hinolladz

HOME BODY

Clutter-free, modern and minimalist is this heartthrob's very private space

SENIOR ACTOR SAM MILBY admits he can be "obsessive-compulsive" especially when it comes to his new home.

"I'm a perfectionist," he concedes. "Before leaving the house, I make sure that the air-conditioner is turned off. That all the doors are closed. That everything is in place."

In the middle of the shoot, Sam takes a break to give detailed instructions to the helper cleaning the swimming pool.

"Actually," he admits, "I'd rather do things myself."

That would be the reason in time.

Even when it comes to decorating the house, he takes a hands-on approach.

Although he hired a pro, contractor-designer Tess Medina, Sam freely shared his input.

"It was my idea to build 'hanging' stairs," he relates. "I also suggested the existing TV wall, so I could watch both either in the living room or in the dining area."

Clean and clutter-free, modern and minimalist, the house reflects his architect self, notably "I don't like clutter," he confesses. "I wanted the ground floor to be open, to not have walls ... to be clean and all-white. It makes the house look bigger than it actually is."

This two-story house on a 300-square-meter property, is three times bigger than his first house in the same Pasig subdivision.

According to manager Eric Raymundo, Sam looks at real estate as a possible business away from showbiz.

"In three years, I plan to sell this house and find a bigger place in the South, somewhere near Laguna and Tagaytay," Sam says. "For now, I'll get a condo unit in the city, but I'll spend my free time in the country."

His 10-hour soon for two hours during his last holiday visit. "She loves it. She says she's jealous of me," Sam reveals.

Sam was imagined he'd get this far in this his videos he was hosted from the "Pinoy Big Brother" hours three years ago. "I thought he'd get back to my old life, to more go-sees for TV commercials."

Instead, he's a top-draw who has built his own home.

He conceived himself even with the minimalist details, personally picking the kitchen appliances and the chandeliers. "I go for unique stuff," he explains.

Speaking of stuffs, talk turns to his bed. Sam's 16 sets, three really: "Which think of building a bedroom with two beds?"

Sam's room features a loft where there's a semi-circular bed. On the first level is a contemporary workstation and an entertainment center.

But the TV rack, which boasts over 200 movie titles, is modest compared to Sam's mini-theater—his favorite spot.

"I love watching movies and playing computer games on PlayStation 3," he says. "I'm a techie. I love gadgets."

A kid at heart, yes. He can spend three hours on Need Road 2, Metal Gear Solid 4, Assassin's Creed and Racing Games on his days off. The night before this shoot, he played until 3 a.m.

The man-shorter features his electronic rolling seats and loads (below pillows as back-up—just enough to accommodate his friends pals who, along with former girl friend Amie Cobb, have watched movies there. "The last movie we saw was 'Transformers: The Story of a Manhood,'" he recalls.

He's not done decorating the mini-theater. "The walls are still bare," he notes. "I plan to put up posters."

Also in the works is a mini-gym near the swimming pool.

Work never ends for the OC homeowner.

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WOODEN bench leads you to chairs to pool area.

Sam's movies and play computer games in this elevated entertainment area.

HEARTTHROB throws open sleek wooden doors and welcomes guests to his minimalist home.

Clutter-free, modern and minimalist is this heartthrob's very private space

SERPA circular bed to the left is in keeping with the retro-modern concept.

METAL sculpted figure is a birthday gift from designer-contractor Tess Medina.

HEAD figures are a among the unique décor in the living room.

FRIENDS have gathered here for sunbathing. Sam found the Easter Island Moai statue (front row, right, in Thailand. Left, an ivy drawn (he taught himself to paint.)

YES, women can END HAIRLOSS.

Like most men, women also have done nagging questions: Why me? Why am I suffering from hairloss? Studies show that the causes of hairloss could be genetics, stress, pregnancy, certain medications or diseases and other disorders. But the bigger question is: Are there solutions to end hairloss? Yes, there are! Count on the experts at Svenson.

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Tess Prieto-Valdes

Eva Abasanta

Tess didn't give up on searching for real hairloss solutions. "Nobody wants to suffer from hairloss. I want my hair to accentuate my style. But when I got pregnant, my hair thinned out. And because of constant color change, my hair was damaged. I thought it was hopeless until I learned about Svenson. I felt the treatments deeply cleansed my scalp and made my hair thicker, stronger and the shampoos I tried. When it comes to hairloss – I only trust Svenson!"

For Eva, her hair should always be an in love condition. "My hair was always complimented for its lushness and shine. So when I experienced severe hair fall, I got very depressed. I wanted the best for my hair. When a friend recommended Svenson, I was convinced to try. Their experts took care of my hair. I didn't have to worry about how to use products or any side effect. I've proven their treatments really work. Now, I'm back to having lush, lustrous locks! Look at the evidence!"

Expert care and customized hair recovery programs make all the difference.
Get thicker, more stunning hair again – only at Svenson.
Call 892-HAIR (4247)/234-0851 (Cebu) now for your FREE private consultation.

SAM's study watches (control, left, was also Sam's idea. Right, "Pinoy" standee character stolen "My Big Love" in the gym serves as a one-on-gender reminder to exercise and also